

# Alfonzo Rivas & Cía CA in Hot Drinks (Venezuela)

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## Abstracts

Alfonzo Rivas & Cia is expected to focus on increasing the promotional support for its flavoured powder drink brand, targeted at middle-income consumers, given the strong competition from lower-price options. The company will face the challenge of maintaining affordable prices and avoiding passing all cost increases onto consumers caused by rapidly changing costs and continuous devaluation of the local currency.

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