

# Bodegas Alianza SA de CV in Alcoholic Drinks (Mexico)

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Date: May 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: BE54B80A5C9EN

## Abstracts

Bodegas Alianza is continuing to focus its efforts on strengthening its position as one of Mexico's leading specialist retailers of alcoholic drinks. The company is opening new outlets and expanding its overall product range. New outlets are mostly planned for the central region of the country, focusing on Mexico City and the State of Mexico, where the company has traditionally been based. With regard to its product assortment, Bodegas Alianza is likely to focus on offering more brands in dynami...

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