

Bristol-Myers Squibb de México SA de CV in Hot Drinks (Mexico)

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Abstracts

US-based Bristol-Myers Squibb is one of the largest pharmaceutical companies in the world and is a major player in pharmaceuticals (OTC and prescription medicines) and consumer healthcare in Mexico. However, the company is not involved only in the manufacturing and sales of medicines in Mexico, but participates in other areas such as powder hot drinks with the very successful brands Cal-C-Tose and Choco Milk. Due to the popularity of these brands, the company dominates the flavoured powder hot...

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