

CABA SA in Alcoholic Drinks (Uruguay)

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Abstracts

CABA had been widening its portfolio with higher-quality products that adapt better to existing trends in spirits. The company was also improving its marketing and distribution, aiming to recapture the leading position it once held among domestic producers. However, measures to be taken by its parent company will seriously limit operations in 2017, which is likely to be its last year of activity in alcoholic drinks.

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Contents

Strategic Direction

Key Facts

Summary 1 CABA SA: Key Facts

Competitive Positioning

Summary 2 CABA SA: Competitive Position 2016

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