

## Casa Cuervo SA de CV in Alcoholic Drinks (Mexico)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C53A6DB5EC4EN

### Abstracts

Casa Cuervo is a family-owned company currently run by the Beckmann family, who are direct descendants of Jose Cuervo. The company's strategy consists of maintaining its leadership in tequila in Mexico and strengthening its product portfolio in order to gain share in other spirits categories.

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