

Casa Herradura SA de CV in Alcoholic Drinks (Mexico)

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Abstracts

Over the forecast period Casa Herradura will seek to strengthen its position in the alcoholic drinks market by launching new products and flavour variants, while also working to improve distribution of its existing brands throughout Mexico. In particular, the company will focus on increasing its activities in more dynamic categories such as spirit-based RTDs and white spirits, and will increase its advertising efforts to target younger Mexicans, particularly with respect to its RTD brands. At...

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Contents

CASA HERRADURA SA DE CV IN ALCOHOLIC DRINKS (MEXICO)

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LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Casa Herradura SA de CV: Key Facts

Summary 2 Casa Herradura SA de CV: Operational Indicators

Company Background

Production

Summary 3 Casa Herradura SA de CV: Production Statistics 2012

Competitive Positioning

Summary 4 Casa Herradura SA de CV: Competitive Position 2012

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