

Castel Frères SAS in Alcoholic Drinks (France)

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Abstracts

The scenario of “la vie en rose” that was predicted in 2014 for Castel Frères finally occurred in 2015, and should continue in the short term. However, the company will have to face an increasingly tough environment in terms of in-store promotions and discounts over 2016/2017, and the growing buying power of grocery retail chains.

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