

Castel Frères SAS in Alcoholic Drinks (France)

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Abstracts

In spite of a poor performance from still light grape wine, Castel Frères did fairly well in 2016, primarily thanks to the ongoing popularity of its Ormes de Cambas, Roche Mazet and Vieux Papes brands. However, the company will have to face an increasingly tough environment in terms of in-store promotions and discounts over 2017/2018, and the growing buying power of grocery retail chains. In addition, the company's Very Pamp and other BABV brands could suffer from the decline of this previously...

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