

## CCLF-CSR in Alcoholic Drinks (France)

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### Abstracts

For CCLF-CSR (Agril Groupe), 2016 was a very difficult year. The French leader in cider/perry was unable to escape the category's heavy decline. Cider/perry in France is struggling to break free from its current status as a light alcoholic drink mainly for Three Kings Day and Candlemas, while also facing increasing competition from beer, particularly non/low-alcohol beer.

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