

# Cervecería Artesanal del Uruguay SRL in Alcoholic Drinks (Uruguay)

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## Abstracts

The company has successfully positioned itself as a producer of high-quality artisanal beer which can compete with similar imported premium products on equal terms. Even though it cannot compete in volume sales directly with Fábricas Nacionales de Cerveza, it clearly aims to provide high-end consumers an alternative to FNC's mass produced beer. Plant expansion and reaching additional export markets consistently with higher volumes might be the next targets for this company, which however could. . .

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