

# Cía Cervecera de Canarias SA (Cercasa) in Alcoholic Drinks (Spain)

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## Abstracts

Cía Cervecera de Canarias SA (Cercasa) has been strongly committed to innovation, diversification, sustainability and social responsibility during the review period, but what made the difference in 2012 was its policy of reducing costs. This helped the company to return to its normal level of net profits, strongly damaged by the recession. The recovery of tourism and an all-time record in expenditure of foreigners in the country helped the performance of the company substantially, as Tenerife...

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## Contents

Strategic Direction

Key Facts

Summary 1 Cía Cervecera de Canarias SA (Cercasa): Key Facts

Summary 2 Cía Cervecera de Canarias SA (Cercasa): Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Cía Cervecera de Canarias SA (Cercasa): Competitive Position 2012

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