

Cia Müller de Bebidas in Alcoholic Drinks (Brazil)

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Abstracts

Cia Muller de Bebidas remains the leader in cachaca and spirits overall in Brazil. In order to maintain its position, the company continues to invest in the renovation of its main brand, Pirassununga 51, with value-added products such as Reserva 51. The producer has also enlarged its presence in RTDs/high-strength premises with 51 Ice.

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