

Corporación Custer SA in Packaged Food (Peru)

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Date: November 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: CEEFA45E38BEN

Abstracts

Corporación Custer is a family company which was founded in 1956 and is now being managed by the second generation. It started out as a textile business, importing from Europe, mainly Switzerland, and distributing in Peru. After manufacturing non-alcoholic beverages for Coca-Cola, the company started to develop its own brands, such as A-1, La Cabaña, La Selecta and Carter, all in packaged food.

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