

Envasados Eva SA in Alcoholic Drinks (Spain)

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Abstracts

In 2014, the board of Envasados Eva decided to focus on the production and commercialisation of fruit-flavoured ciders to gain share in a niche (flavoured ciders) in which foreign ciders already have a strong presence. Its most recent development was the creation and production of a pear-flavoured variety of its Jai Alai cider, called “The good cider”. Exports to foreign countries remain a central aspect of Eva’s strategy, especially with regard to Central America, whilst also scouting other...

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