

Fábrica Nacional de Licores in Alcoholic Drinks (Costa Rica)

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Abstracts

Fábrica Nacional de Licores (FANAL) is a state-owned company that has the exclusive control of alcohol production in Costa Rica. Its leading brand, Guaro Cacique, continues to consolidate its traditional top-of mind positioning amongst a loyal base of consumers (within different income segments) thanks to its trademark recognition, product versatility and accessible unit prices. FANAL recently ended relationships with its distribution companies in order to assume direct commercial relations...

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