

Florida Bebidas SA in Alcoholic Drinks (Costa Rica)

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Abstracts

Florida Bebidas SA strategic direction is set to remain focused on strengthening its already dominant position within alcoholic drinks and non-alcoholic drinks in Costa Rica and the company is set to remain in full control of the manufacturing and distribution of its own brands in beer and RTDs, which are currently complemented by its extensive portfolio of imported wines and its successful partnership for the distribution of the main Diageo spirits brands. The company is also set to continue im...

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Contents

Strategic Direction

Key Facts

Summary 1 Florida Bebidas SA: Key Facts

Competitive Positioning

Summary 2 Florida Bebidas SA Competitive Position 2016

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