

Florida Bebidas SA in Soft Drinks (Costa Rica)

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Abstracts

Florida Bebidas will continue to focus on strengthening its role as the leading beverages player in the region, manufacturing and distributing best-selling brands in categories that range from energy drinks and RTD teas to beer and spirits. The strong sales inertia of this competitor will continue to be based on its developed marketing skills and extensive distribution network, which covers most grocery retailers throughout the country, while offering very competitive unit prices to target consu...

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