

# Florida Ice & Farm Co SA in Alcoholic Drinks (Costa Rica)

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## Abstracts

Vinum Store is the retail concept developed by the local leader in alcoholic drinks, Florida Bebidas SA, the main industrial beer brewer and the largest manufacturer of RTDs in Costa Rica, which also distributes Diageo's spirits brands and handles an extensive portfolio of imported wine brands. This retailing concept was created precisely to promote and expand the culture of fine wines and spirits among middle-income and high-income local consumers and the retail chain became increasingly import...

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