

Florida Ice & Farm Co SA in Retailing (Costa Rica)

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Abstracts

With Florida Ice & Farm Co SA's (the main alcoholic and non-alcoholic drinks manufacturer and distributor in Costa Rica) purchase of Corporacion Musmanni back in 2011, it is anticipated that after the second half of 2014, this local player will continue concentrating on the development of its convenience store concept, which will orient towards a more popular format capable of reaching a wider base of mid-income consumers.

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