

García Carrión SA, J in Alcoholic Drinks (Spain)

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Abstracts

Taking into consideration the current difficulties being experienced by many companies operating in alcoholic drinks in Spain, J García Carrión aims to maintain its volume shares in various categories by reinforcing its best-known brand, Don Simón, and introducing new references which focus on striking a balance between low unit price and high quality. Focused on its core brand Don Simón, JGC performs aggressive price campaigns focused on increasing value for money. Strong investment in...

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