

González Byass SA in Alcoholic Drinks (Spain)

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Abstracts

González Byass SA's wide portfolio of brands and products, which includes spirits and wine, did not entirely protect it from the impact of the economic crisis, with consumers increasingly worried about their expenditure and the general price drop within all categories.

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Contents

Strategic Direction

Key Facts

Summary 1 González Byass SA: Key Facts

Summary 2 González Byass SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Gonzalez Byass SA: Competitive Position 2012



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