

Grupo Pe?afiel SA de CV in Soft Drinks (Mexico)

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Abstracts

Grupo Pe?afiel offers multiple brands through a strong distribution network which covers all regions in Mexico. The company benefits from having well-established brands which have operated in the country for decades and some of them have even become almost synonymous with the categories in which they are present (such as Pe?afiel in the case of carbonated bottled water). The company engages in constant innovation and continuously expands its existing product lines to meet constant changes in con...

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