

Grupo Peñafiel SA de CV in Soft Drinks (Mexico)

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Abstracts

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

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