

Industrias Licoreras de Guatemala SA in Alcoholic Drinks (Guatemala)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

Over the forecast period, Industrias Licoreras de Guatemala SA (ILG) will work to strengthen its leading positions in Guatemalan spirits and RTDs/high-strength premixes by introducing new products, expanding its distribution network and increasing promotional support for its existing brands. In spirits, the company is expected to focus on introducing new flavoured products that appeal to key consumer groups such as women and young adults, as well as new premium imported brands. Similarly, the co...

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