

Industrias San Miguel del Caribe SA in Soft Drinks (Dominican Republic)

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Abstracts

Industrias San Miguel del Caribe continues to compete aggressively and to grow its sales share within carbonates, bottled water, energy drinks and juices. After successfully capturing share in carbonates with its Kola Real brand, the company introduced its first still bottled water product in 2011, under the Cool Heaven brand, and its first fruit-flavoured drink (no juice content) in 2013, under the Frutop brand. In 2016, Industrias San Miguel del Caribe invested in extensive advertising and pro...

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