

La Madrileña SA de CV in Alcoholic Drinks (Mexico)

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Abstracts

La Madrileña is the only company in the market offering a full range of locally produced spirits. La Madrileña is strengthening its position in the Mexican alcoholic drinks market by launching new products, creating new distribution partnerships and expanding distribution of existing brands at both on- and off-trade level. In particular, the company has increased its activities in more dynamic categories such as still light grape wine and whiskies, in which it offers its own domestically...

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Contents

Strategic Direction

Key Facts

Summary 1 La Madrileña SA de CV: Key Facts

Company Background

Production

Summary 2 La Madrileña SA de CV: Production Statistics 2013

Competitive Positioning

Summary 3 La Madrileña SA de CV: Competitive Position 2013

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