

Licores Mitjans SA in Alcoholic Drinks (Chile)

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Abstracts

Licores Mitjans was active in spirits in Chile in 2016. The company aims to appeal to a wide range of consumers, regardless of income. It was the only company in Chile to record total volume sales growth in rum in 2014, although it also suffered strongly from the category's collapse from 2015.

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Contents

Strategic Direction

Key Facts

Summary 1 Licores Mitjans SA: Key Facts

Competitive Positioning

Summary 2 Licores Mitjans SA: Competitive Position 2016

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