

Marcelo y Rivero CA in Hot Drinks (Venezuela)

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Abstracts

Marcelo y Rivero became a state-owned company in October 2012. Due to price regulations and the control by the national authorities it is very likely that its profitability will change, as the government does not incentivise the manufacture of premium products, which are outside of price regulations, instead prioritising regular coffee versions, which are the products with the narrowest margins.

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