

Monte Xanic SA de CV in Alcoholic Drinks (Mexico)

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Abstracts

Over the forecast period Monte Xanic aims to strengthen its position in wine by launching new products and improving the quality of its existing premium lines. Additionally, Monte Xanic will continue to use new technologies to attract younger consumers and teach Mexicans about domestically produced wines, as well as reconfigure its product offering to better suit the tastes of younger consumers, who tend to like wines with fruitier tastes that can be consumed soon after purchase. The company...

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