

Nicolas SA in Alcoholic Drinks (France)

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Abstracts

With more 470 outlets in France, Nicolas SA already has a very wide coverage throughout the country. Whilst it may not necessarily restrict the number of new outlets over the next few years, it is expected to pursue the development of a more tactical strategy. In 2012, three new outlets were opened in France (in Valence, Rémusat and Bois Colombes les Bruyères) and two other outlets were temporarily opened as testing models in areas where holiday periods drive massive holidaymakers traffic,...

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