

Organización Cultiba SAB de CV in Soft Drinks (Mexico)

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Abstracts

Cultiba is the parent company of Pepsi-Cola Mexicana. In June 2014, PepsiCo announced investment of US\$5 billion over 2014-2018 in agriculture, infrastructure, consumer development and brand consolidation and innovation. Cultiba seeks to strengthen the positioning of PepsiCo's brands while continuing to innovate in line with consumer trends.

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