

Tabacalera Centroamericana SA in Tobacco (Guatemala)

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Abstracts

In order to protect its leading position in cigarettes in Guatemala, Tabacalera Centroamericana aims to continue providing strong support for flagship brands such as Marlboro and Rubios, while also exploring new areas via innovation. The company was active in terms of innovation in 2016, launching a grape-flavoured variant of its L&M brand.

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