

# Técnica Mexicana de Alimentación SA de CV in Hot Drinks (Mexico)

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## Abstracts

Tecnica Mexicana de Alimentacion is a large conglomerate involved in a number of packaged food products such as chocolate-based flavoured powder drinks (with the La Vaquita brand), fresh ground coffee (with the Cafe Mexicano brand), sweeteners and a large product line of confectionery products. Tecnica Mexicana's strategy is to offer the best possible quality at the lowest possible price, although the quality of its La Vaquita chocolate-based flavoured powder drinks brand is notably lower than...

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