

Valle Redondo SA de CV in Alcoholic Drinks (Mexico)

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Abstracts

Over the forecast period Valle Redondo aims to strengthen its position in the Mexican alcoholic drinks market by launching new brands, expanding its existing product range and increasing investment in its marketing activities and distribution network. The company is likely to focus on more dynamic categories such as RTDs and still light grape wine. Away from its domestic operations in Mexico, the company will also seek to further develop its exports.

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