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Pepsi Cola Monterrey Announces Expansion Plans

by Carlos Navarro
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On April 26, Pepsi Cola's affiliate in Monterrey announced plans to invest US$50 million to upgrade and expand operations in northern Mexico. A company spokesperson said the firm will enlarge its fleet of trucks in northern Mexico, supply more refrigerator units to many retail locations, and release a new line of soft drink containers. According to the spokesperson, per capita consumption of soft drinks in Monterrey is 1,114 eight-ounce bottles per year, almost twice as high as the national average of 560 bottles per year. The competition between US soft drink companies for the Mexican market has intensified in the past several weeks. In March, US-based Pepsi Cola expanded its operations in Mexico by acquiring several distributors, including a 49% share of Pepsi Cola Monterrey from Grupo Protexa. Coca Cola responded in late April by purchasing a 30% share of Mexican bottler Femsa Refrescos (for further details see SourceMex, 03/10/93 and 04/28/93). [Source: Notimex, 04/26/93]

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