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**C-O-N-F-I-D-E-N-T-I-A-L
INFORMATION REPORT**

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COUNTRY
Guatemala

REPORT NO. [REDACTED]

SUBJECT
Soft Drink Industry
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SUPPLEMENT TO REPORT #

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THIS IS UNEVALUATED INFORMATION

SOURCE [REDACTED]

1. [REDACTED]

that Pepsi Cola, owned by a brewery, is the biggest in the market by far with a 12 oz package. Canada Dry is also owned by a brewery and is the second largest. They use a 12 oz package also and sell mostly flavors and only a small mixer business. The Shangri La Bottling Company is third largest, selling Grapette, Mission flavors, Seven Up, and private brand spring water. They do a nice volume of business on a Cem 20 and a Cem 28 line, and are making money. Coca Cola has a fine plant and no volume. Sales last year [1954] were 65 thousand cases of Coca Cola and 50 thousand cases of seven ounce flavors. They lost US\$18 thousand in 1953 and US\$1 thousand in 1954.

2. The wholesale price of soft drinks in Guatemala City is US\$1.04 per case, less US\$.24 tax. Bottle and case deposit is high, but it is strictly a bookkeeping arrangement, as it is credit and does not mean much.

3. As to the manufacturing costs, sugar is US\$7.50 per 100 pounds, and CO₂ gas is US\$.21 per pound. Bottles are imported and taxed at 3/4 of a cent per pound, plus six per cent ad valorem, plus US\$.20 per package plus six per cent on total above. Crowns cost US\$.43 per gross laid in plant. The salesman and helper receive a commission of eight and a half per cent of US\$.80 wholesale price. Plant labor gets about US\$50 per month and a bottler receives about US\$150 per month.

Subj: Soft Drink 45-487

Line Guatemala - end - 016

TYPE ACT-DATE INFO-TTR-DATE AREA

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