

A Le Coq AS in Soft Drinks (Estonia)

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Abstracts

A Le Coq aims to maintain its lead within soft drinks in Estonia. The company will work towards this goal in the forecast period by emphasising its products' domestic origin. The company will also continue to invest in new product development in line with changing consumer trends and will strive to present itself as a socially- and environmentally-responsible company. This latter strategy will be particularly important as the company is also present in alcoholic drinks, with many consumers thus...

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