

Alifard Co in Soft Drinks (Iran)

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Abstracts

Alifard Co aims to cover the needs of all consumer groups in juice, concentrates and even juice based carbonates. The company will address the needs of consumers based on their income level and education levels. It will introduce a wider range of not from concentrate juices for affluent, educated consumers, while at the same time will try to expand its portfolio in juice drinks (up to 24% juice) to target less affluent consumers. Liquid concentrates will play a key role over the forecast period...

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