

# AriZona Beverage Co LLC in Soft Drinks (USA)

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## Abstracts

Following nearly a decade of a legal battle for ownership of AriZona Beverage, the now sole owner of the family-run business, Domenick Vultaggio, wants to double the company's sales over the next five years. This ambitious goal is rooted in regaining share lost during the disagreement over the company's valuation, when resources were spent on legal matters rather than advancing the company's brands.

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