

Aroma Bursa Meyva Sulari ve Gida San as in Soft Drinks (Turkey)

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Abstracts

Aroma Bursa Meyva Sulari is planning to concentrate on the most profitable categories over the forecast period. To this end, the company launched a product under the fast growing RTD tea category in 2016. Furthermore, it aims to increase its share in juice and bottled water through offering a wider product variety and further improving the quality of its products.

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