

Bama Gruppen AS in Soft Drinks (Norway)

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Date: February 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: BFC2E50CF51EN

Abstracts

Bama is committed to continue reinforcing within quality juice and smoothie drinks. Bama Gruppen also has a long-term aim to expand its juices and smoothies to Scandinavian countries. In 2013, the company created a new daughter company named Nordic Juices with this in mind. The most important innovation for Bama in 2015 was the launch of Cevita vegetable juices with vegetable content ranging from 51% to 85%, which has had a mixed reception among Norwegian consumers due to the strong vegetable...

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