

Big-Active Sp zoo in Hot Drinks (Poland)

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Abstracts

Big-Active Sp zoo will conduct further informational campaigns relating to it changing the name of its brand from Bio-Active to Big-Active. Through this campaign, the company will also try to increase its brand recognition amongst Polish consumers. The company is expected to further develop its offering of green tea and other tea, as well as increase its sales of sophisticated black tea. The portfolio of Big-Active will be complementary to the offering of Herbapol Lublin SA, which is officially...

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