

Bionade GmbH in Health and Wellness (Germany)

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Abstracts

The strategic direction of Bionade is expected to continue to be aligned with that of its parent company, Radeberger Group, the beverage subsidiary of multinational, Dr August Oetker KG. For Bionade this means an ongoing integration into the Radeberger group, in all areas of operation, including for example technical and logistical solutions, but also marketing and sales activities. In terms of health and wellness, Bionade will be strengthened as the whole group's spearhead for organic beverages...

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Contents

Strategic Direction

Key Facts

Summary 1 Bionade GmbH: Key Facts

Summary 2 Bionade GmbH: Operational Indicators

Competitive Positioning

Summary 3 Bionade GmbH: Competitive Position 2016

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