

Bolthouse Farms in Soft Drinks (USA)

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Abstracts

Bolthouse Farms draws on its heritage as the originator of baby carrots and positions its products as fresh and all-natural. The company seeks to produce premium, all-natural beverages that offer high nutritional value and excellent taste. Its parent company Campbell Soup Co stated in its form 10-K of September 2013 that it “expects to continue to drive growth in Bolthouse Farms by leveraging its robust innovation pipeline and by investing in brand building.”

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