

Bottlegreen Drinks Co in Health and Wellness (United Kingdom)

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Abstracts

Bottlegreen Drinks will continue to focus on offering limited edition variants, both in terms of flavours and packaging, and will also seek to engage consumers via its chatty Facebook and Twitter accounts and luxurious prize competitions. However, price is expected to become a stronger area of focus at the start of the forecast period, due to the company losing share to Coca-Cola in NH juice-based non-cola carbonates at the end of the review period. 2014 for example saw the company offering...

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