

Carpathian Springs SA in Soft Drinks (Romania)

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Abstracts

Carpathian Springs SA's brand Aqua Carpatica is one of the few mineral waters packaged in a modern bottle that stands out from the appearance of its competitors. This attracts young consumers and curious buyers. Furthermore, the company is aiming to generate sales through exports, an uncommon but increasingly popular method of boosting sales of Romanian bottled water.

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