

Citra Deli Kreasitama PT in Soft Drinks (Indonesia)

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Abstracts

Citra Deli Kreasitama PT is a manufacturer of traditional herbal medicine known as jamu in Indonesia. The company uses herbal ingredients to produce healthy drinks in powder and liquid concentrates formats, branded as Sari Temulawak 85 and Sari Jahe 85. Although the company's presence in Indonesian soft drinks is not significant to sales growth, both products from the company are an indication of the existence of traditional and modern society in Indonesia. Citra Deli Kreasitama PT aims to...

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