

Coca-Cola Enterprises Ltd in Health and Wellness (United Kingdom)

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Abstracts

The inception of Coca-Cola European Partners created a unified European entity for Coca-Cola, which operates in nearly all Western European countries. This new organisation will focus on streamlining marketing and new product developments across the continent. Coca-Cola notably announced its new One Brand global marketing strategy in January 2016, which it had previously trialled in the UK since March 2015. In terms of new product development, the company is expected to widen its range of HW opt...

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