

Coca-Cola Enterprises Ltd in Soft Drinks (United Kingdom)

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Abstracts

It was announced in August 2015 that Coca-Cola Enterprises will merge with Coca-Cola Iberian Partners and Coca-Cola Erfrischungsgetränke AG to create Coca-Cola European Partners. The merger will create a unified European entity operating in nearly all Western European markets, capable of streamlining marketing and new product developments across the continent. The new entity will also focus on sharing and implementing the best practices from the different entities.

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