

# Coldpress Ltd in Soft Drinks (United Kingdom)

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## Abstracts

Coldpress Ltd has been able to establish its name in juice in the UK by offering cold-pressed fruit and vegetable juices that are claimed to retain more taste and nutrients than traditional heat-pasteurised juices. The company moved into mass distribution in the UK in 2015 and achieved a 1% off-trade value share in not from concentrate 100% juice in 2016 despite the still relatively limited availability of its products compared with the category's more established players. The brand uses high-pr...

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