

Crystal Geyser Roxane Water Co LLC in Soft Drinks (USA)

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Abstracts

Crystal Geyser's primary business is natural spring bottled water, and it seeks to position itself as a producer of premium, more specialised brands in comparison to larger rivals such as PepsiCo, Coca-Cola and Nestlé Waters, all of which use municipal sources for many of their brands. The company also produces Crystal Geyser sparkling mineral water and Metromint mint water. In addition, Crystal Geyser is looking to expand further into other soft drinks categories in which it remains a niche...

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