

Delta Foods SA in Soft Drinks (Greece)

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Abstracts

Delta Foods will continue to invest in new product developments, supporting them with both above- and below-the-line activities to strengthen its position within juice where it is present with the brand Life. Using its domestic origins as a selling point to differentiate itself from multinational players and focusing on chilled juice in particular, which is the best performing juice type, the company will continue to benefit from the rising trend for supporting domestic manufacturers during the...

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