

Edson de Queiróz, Grupo in Health and Wellness (Brazil)

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Abstracts

Grupo Edson de Queiróz is a large domestic group which specialises in naturally healthy beverages, mainly still bottled water. The company ranked sixth within health and wellness in 2014 and has diversified its business to invest in other soft drinks areas such as juice and energy drinks under its Leve Nectar and Night Power brands so as to diversify its portfolio and invest in the fastest growing soft drinks areas since competition is fierce in naturally healthy bottled water.

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