

# Edson de Queiróz, Grupo in Soft Drinks (Brazil)

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## Abstracts

Grupo Edson de Queiroz is a big domestic group in which bottled water products are responsible for its majority of sales. In the recent years, the company has diversified its business investing in other soft drink categories such as RTD tea and energy drinks under Minalba and Night Power brands, respectively, due to low-value-added products such as still bottled water, its key product within company's portfolio.

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