

Empresa Brasileira de Bebidas e Alimentos SA in Soft Drinks (Brazil)

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Abstracts

The second-ranked company in concentrates, Empresa Brasileira de Bebidas e Alimentos (EBBA) is investing in juice, in search of higher margins and more potential to grow sales. The company operates under two brands: Maguary and Dafruta. Whilst Dafruta is a well-established brand in the north and northeast regions, Maguary's sales are concentrated in the south and southeast regions.

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