

# Empresa Nacional Lácteos Los Andes (Enlandes) in Soft Drinks (Venezuela)

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## Abstracts

Empresa Nacional Lácteos Los Andes (Enlandes) will continue to focus on offering the lowest prices in soft drinks in order to benefit low-income consumer groups by making products more affordable. Innovation is not expected to be amongst the company's priorities; otherwise, it will continue to focus on ensuring the availability of core brands in times of shortages of raw materials and main inputs.

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