

European Drinks SA in Soft Drinks (Romania)

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Abstracts

European Drinks SA holds a solid position within Romanian soft drinks, ranking fourth in off-trade value terms, just behind Quadrant-Amroq Beverages SA. Its brands Adria and Frutti Fresh have deep roots in Romania, guaranteeing continuous sales. Furthermore, European Drinks positions its products in the lower-price band, with these being particularly accessible to a large share of the Romanian population. With a long tradition and generally high awareness, this company holds a stable position an...

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