

Ferrarelle SpA in Soft Drinks (Italy)

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Abstracts

Ferrarelle's strategy is to achieve volume growth by maintaining a large number of consumers, and it will then be even stronger when economic recovery arrives. Ferrarelle aims to maintain a leading position in the categories in which it operates. In addition, it aims to expand further abroad to conquer additional markets, providing premium brands. The strategy of the company is also focused on continuing to operate with a focus on sustainability and respect for the environment and its...

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