

## Friggs AB in Hot Drinks (Sweden)

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### Abstracts

Friggs will end as a separate company by 2013 as a result of the owner Midelfart Sonesson's decision to merge Friggs with Max Medica AB, a producer of vitamins and dietary supplements. The new company will be called Midsona Sverige AB. Friggs will remain as a trademark brand for the new company. The new company will focus on products for health and wellbeing and aims to become the leading company within these categories in Scandinavia. Friggs' different teas will be an integrated part in this...

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