

## Fructal dd in Soft Drinks (Slovenia)

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### Abstracts

Due to falling sales in Slovenia, the key strategy of Fructal is optimising its business operations and achieving cost reductions in an attempt to increase profitability. The company continues to focus on its key brands and it is strategically expanding them with the launch of new products which are aligned with the latest trends in the Slovenian soft drinks industry such as the health and wellness and convenience trends in a bid to attract consumer attention. After its acquisition by the...

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