

Fructal Živilska industrija doo in Soft Drinks (Slovenia)

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Abstracts

Fructal's vision is to provide superior quality products, whilst protecting and respecting the environment in an atmosphere of business excellence. The key strategy of Fructal is thus to continue with development projects, and the rationalisation and optimisation of its business operations. The company continues to focus on its key brands and strategically expands and promotes them with the launch of new products aligned with the latest trends in Slovenian soft drinks such as 'without added suga...

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