

# Fujian Dali Food Co Ltd in Soft Drinks (China)

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## Abstracts

Fujian Dali Food Co Ltd will maintain its product development strategy, with a focus on an upgraded product portfolio, with improved flavour, quality and packaging. Meanwhile, the company will adopt varied marketing and advertising approaches to further enhance the brand awareness of Hi-tiger and Daliyuan among target consumers, via sponsoring music festivals, for instance. Moreover, Fujian Dali Food will strengthen its distribution in both traditional and modern channels to achieve a wider pres...

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