

General Brands do Brasil Indústria e Comércio Ltda in Soft Drinks (Brazil)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G335C74361EEN

Abstracts

In order to diversify its business and achieve higher margins in the soft drinks market, General Brands has invested in fruit/vegetable juice, sports and energy drinks and RTD tea in order to reduce its dependence on its main product, which is Camp powder concentrate.

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