

Hansa Borg Bryggerier AS in Soft Drinks (Norway)

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Abstracts

Hansa Borg Bryggerier aims to build on its long and successful history as a manufacturer and distributor of beer and soft drinks in Norway through a continuing focus on the development of strong brands using high-quality ingredients. The company aims to continue to challenge the top-end of bottled water, in particular, through the development of the Olden brand, which continues to gain share through wider recognition and distribution.

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