

Hell Energy Magyarország Kft in Soft Drinks (Hungary)

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Abstracts

Hell Energy Kft is enacting a plan which will ensure that it remains a key player in energy drinks in Hungary. The company is planning to maintain its focus on high quality and low prices whilst also continuing to expand internationally. The company is directing its product development with efforts towards the elimination or replacement of sugar and other heavily taxed ingredients with healthier ones that are not subject to the 'chips tax'. In the meantime, as energy drinks is a maturing...

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