

Herbapol Lublin SA in Hot Drinks (Poland)

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Abstracts

In the upcoming years Herbapol Lublin wants to fully exploit the potential of its Herbapol brand, which is celebrating its 65th anniversary, but also its "younger brother" brand, Big-Active. Herbapol Lublin wants to gain shares in categories such as jams, preserves and plum spreads. The company's management expects that by the end of the forecast period its expansion will result in an increase in the overall sales of jam products in the country, by up to 30%.

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