

Hero Nederland BV in Soft Drinks (Netherlands)

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Abstracts

The Hero mission is to conserve the goodness of nature. The company emphasises its passion for fruit and other natural ingredients. It is tweaking its product range to contain almost exclusively natural ingredients in its juice and carbonates products. Hero seeks to appeal to a growing group of health-conscious consumers who want to indulge themselves with natural products containing fruit. A natural image is a specific focus for the company. This natural image is intended to help it gain credib...

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