

Highland Spring Ltd in Soft Drinks (United Kingdom)

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Abstracts

Highland Spring is expected to continue to benefit from strong links to both professional and amateur sport in the forecast period. 2015 will notably see the company support its eponymous brand with a ?1.6 million TV advertising campaign in partnership with British Tennis, with this aiming to boost family tennis in the summer. The company is also expected to continue to expand bottling capacity at its plants, in order to take advantage of ongoing growth in demand for bottled water in the...

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