

Hollandia Karlovy Vary as in Health and Wellness (Czech Republic)

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Abstracts

Hollandia Karlovy Vary has a potential to increase its value share within fortified/functional and organic dairy products. The company plans to introduce improved probiotic yoghurt (spoonable and drinking) with new fresh fruit (superfruit) and herbal combinations. With increasing domestic consumption and export of Hollandia products, the company announced that it will enlarge its storage capacity.

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