

Hoop Polska Sp zoo in Soft Drinks (Poland)

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Abstracts

The company's strategic goal for 2015 was to become the leading player in liquid concentrates (syrups), the second leading player in juice for children and make a strong foray into functional drinks. For instance, in syrups, the company planned to extend the Paola brand with new flavours which are perceived by consumers as offering health benefits.

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