

Industria Láctea Venezolana CA (Indulac) in Soft Drinks (Venezuela)

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Abstracts

Industria Lactea Venezolana (INDULAC) is likely to focus on maintaining its position in fruit/vegetable juice and RTD tea where the competition is expected to be strong due to the increased involvement of the government and the strict price-controls that attempt to disestablish the operations of private companies. The company will continue to leverage on the highest quality standards that characterise its portfolio of brands.

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