

Innocent Drinks Co Ltd in Soft Drinks (United Kingdom)

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Abstracts

Now that Innocent Drinks Ltd sold its remaining 42% stake to The Coca-Cola Co, with whom it first went into partnership in 2009, it hopes to grow its business much further and become a leader in the juice market, thanks to strong financial back-up. It will develop further its juice range, a different line from its original “smoothie” line.

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