

Jafora-Tabori Ltd in Soft Drinks (Israel)

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Abstracts

Jafora-Tabori Ltd is expected to continue promoting its brands through marketing campaigns. The brands that Jafora-Tabori is more likely to focus on are popular brands that are perceived to be less unhealthy, such as Schweppes, Fruit Water, Spring and Tapuzina. Furthermore, Jafora-Tabori is expected to extend its flavour variety even further, in order to offer a wide product portfolio that will compete with other brands.

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