

Jamnica dd in Soft Drinks (Croatia)

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Abstracts

After streamlining its product portfolio, with it selling off its juice and concentrates brands to Stanic doo, Jamnica dd is now concentrating almost exclusively on bottled water. Despite such a narrow focus, the company remains by far the biggest soft drinks company in Croatia. Having secured a stronghold in the domestic market, the company is trying to expand into other EU countries and North America, with mixed results.

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