

Juver Alimentaci?n SA in Soft Drinks (Spain)

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Abstracts

Juver Alimentaci?n is expected to continue to focus on innovation. The company invests around EUR2 million every year in making various improvements of different sorts to its products. In the current context of economic recovery, the company is expected to focus its efforts on broadening its portfolio and positioning its brands so as to better target current consumer trends.

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