

Karlovarské Minerální Vody as in Soft Drinks (Czech Republic)

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Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: K6BA511F690EN

Abstracts

Karlovarske will continually focus on its key bottled water brands, Mattoni, Magnesia and Aquila, assigning the majority of its marketing to these brands. It is likely to more significantly support the products it has in higher-growth categories, such as juice (Granini), or improve the distribution of Dr Pepper in carbonates.

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