

La Doria SpA in Soft Drinks (Italy)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: LFD82859515EN

Abstracts

La Doria's main strategy is likely to be exports over the forecast period, in line with 2012 activities of entering the UK market and joining a consortium which promotes domestic products abroad. The company is likely to continue to focus on the production of private label products over the forecast period; an area that is growing in Italy and has optimistic prospects in fruit/vegetable juice.

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