

Laitilan Wirvoitusjuomatehdas Oy in Soft Drinks (Finland)

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Abstracts

Laitilan Wirvoitusjuomatehdas' aim is to be a strong niche player. Its strategy is based on offering value-added products. The company, for example, focuses on launching novel products with a strong and often quirky identity. The company has in particular focused on a Finnish image with a nostalgic twist. Products, packaging and label design often have a clear link to historic Finnish products or events. The use of old-fashioned bottles, caps and labelling designs was termed "bottled nostalgia"

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