

Leche Pascual SA in Soft Drinks (Spain)

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Abstracts

Despite the focus of the company on dairy products, Leche Pascual is still one of the leading manufacturers of soft drinks, due to its strong presence in juice and bottled water. During 2013 the company continued to focus strongly on the advertising and communication of its bottled water brand Bezoya, which released a special added-value bottle to commemorate the 40th anniversary of its release in Spain. In juice, the company managed to maintain a stable position in a context of fierce price...

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