

Lerum Fabrikker AS in Health and Wellness (Norway)

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Abstracts

Lerum has invested significant resources in new machinery to improve its line of concentrates since 2012, and in 2014 the company bought a previously rented factory in Kaupanger to centralise the production. Having been in the market for many years with its traditional concentrates in reduced sugar versions of traditional concentrates flavours, its newest additions Lerum Lett Fra Naturen and ZerOH! show a clear commitment to continued growth within health and wellness.

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