

Lerum Fabrikker AS in Soft Drinks (Norway)

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Abstracts

Lerum Fabrikker aims to solidify its position as a leader in concentrates, juice and jam by continuing to focus on the production of quality products using top-level production facilities in Sogndal. The company has a strong identification with its Norwegian roots and it will continue to use this quality as a marketing tool in attracting consumers over the forecast period.

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