

L?fbergs Lila AB in Hot Drinks (Sweden)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: LAF35B791A2EN

Abstracts

L?fbergs Lila aims to strengthen its position in hot drinks by being present in both coffee and tea; hence it acquired the Swedish tea company Kobbs & S?ner back in 2006. L?fbergs Lila entered soft drinks through launches of L?fbergs Ice in RTD coffee in 2015 and L?fbergs ICE Sparkling Tea in RTD tea in 2016, where the company is expected to increase its future sales. The player will continue to pay special attention to the environment, social responsibility and sustainability. L?fbergs Lila wil...

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