

Linea Nivnice as in Soft Drinks (Czech Republic)

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Abstracts

Linea Nivnice is likely to try to strengthen its position within juice, by offering new flavour mixes supported by marketing campaigns and price promotions. Products with higher juice content, particularly 100% juice and nectars, will probably see slightly rejuvenated sales in 2017. The company is poised to increase the prices of its juice products slightly in early-2017, following commodity price hikes for orange concentrates.

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