

Lucozade Ribena Suntory Ltd in Soft Drinks (Ireland)

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Abstracts

Lucozade Ribena Suntory aims to remain competitive in soft drinks by focusing on its principal brands, namely Lucozade, Ribena and Capri-Sun, all of which have been household names in Ireland for generations, and ensuring that they are regularly improved via packaging, flavour and ingredient upgrades targeted at current consumer trends.

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