

Lucozade Ribena Suntory Ltd in Soft Drinks (United Kingdom)

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Abstracts

Lucozade Ribena Suntory is likely to continue to commit major advertising investment for its core brands Ribena and Lucozade. In 2015 Ribena was delisted from Tesco, a major retailer, following a new strategy from Tesco aiming to tackle childhood obesity.

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