

Malee Sampran Plc in Soft Drinks (Thailand)

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Abstracts

Malee Sampran Plc is expected to focus on researching and developing new product innovations under the on-going health and wellness trend. While the company had Malee Healti Plus as a successful new launch, the company is also going to introduce another new innovation of Malee Light with a highlight on Stevia extract. Moreover, production capacity has been expanded to reach 300 million litres per year. The company is also expected to focus on expanding its territory covering markets in AEC...

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