

Multibev AS in Soft Drinks (Norway)

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Abstracts

Multibev aims to reinforce its position as a leading importer and distributor of soft drinks in Norway by identifying major international and domestic trends and bringing products to the Norwegian market that cater to these trends. This will be achieved through the continued close relationship with on-trade and off-trade retailers, which will enable both Multibev and retailers to rapidly get products to the market and quickly take advantage of trends as they occur.

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