

Narzan OAO in Soft Drinks (Russia)

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Abstracts

Narzan is one of the leading domestic bottled water manufacturers in Russia and the company has a well-deserved reputation for producing high-quality bottled water. Its main brand, Narzan, is one of the oldest and best-known brands in Russia and other former Soviet republics. Narzan's current strategy aims to increase its volume share in the rapidly developing category of bottled water in Russia.

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