

Natural Organic Products in Soft Drinks (Ireland)

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Abstracts

National Organic Products is an Irish wholesaler and distributor of a wide variety of organic food and drink products. It owns the rights to the Bunalun Organic brand in Ireland, as well as The Organic Company branded products. The products are widely carried by major retailers and benefit from a lack of competition in the organic range. The company aims to maintain this position through a focus on distribution and pricing strategy, making its products widely available, as well as affordable.

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