

Nectar doo in Soft Drinks (Serbia)

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Abstracts

Nectar doo's key goal is to become the leading fruit/vegetable juice producer in southeastern Europe by offering high-quality products at very competitive prices in all countries in the region and by acquiring other producers. It acquired the very well-known Slovenian player Fructal in 2011. The company is engaged in attempts to bolster its finances through its successful participation in non-alcoholic drinks in Serbia so that it can afford to take measures to strengthen its position in all coun...

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