

Nestlé Waters North America in Soft Drinks (USA)

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Date: March 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: NEC97B9FD06EN

Abstracts

Nestlé Waters North America is looking to strengthen its position as the leading US bottled water producer through an exclusive focus on promoting its portfolio of regional and national water brands, unlike its chief rivals The Coca-Cola Co and PepsiCo Inc, which both sell several other types of soft drinks.

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