

Nidan Soki OAO in Soft Drinks (Russia)

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Abstracts

The Coca-Cola Co bought 100% of Nidan Soki shares in 2010. Some 75% of these shares were acquired from private equity group Lion Capital, with the remaining 25% acquired from the founders of Nidan Soki OAO. Nidan Soki, with its major brands Moya Semya and Da!, is the fourth largest player in fruit/vegetable juice in Russia, accounting for 11% of total off-trade value sales in 2012. Prior to its acquisition of Nidan Soki OAO, Coca-Cola Refreshments already had a significant stake in...

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