

# Nippy's Fruit Juices Pty Ltd in Soft Drinks (Australia)

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## Abstracts

Nippy's Fruit Juices will look to grow revenues through extending its offerings in line with industry trends such as health and wellness concerns and locally sourced premium ingredients. The company launched True Grit in 2013, a range of sports drinks blended with 10% coconut water and no added flavours, colours or preservatives.

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