

# Nova Trade OOD in Soft Drinks (Bulgaria)

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## Abstracts

Nova Trade OOD is Bulgaria's largest domestic producer of soft drinks. The company started the review period as a regional player but it quickly expanded its distribution base and product lines to become one of the local leaders in soft drinks. Its commitment to continuous growth is reflected in the company's efforts to diversify its product portfolio following the latest consumer trends in an effort to improve its presence in the on-trade channel. In 2015, Nova Trade entered the most dynamic so...

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