

Nutrifood Indonesia PT in Soft Drinks (Indonesia)

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Abstracts

Within soft drinks, Nutrifood is expected to shift its focus from powder concentrates to its nectars products, which both are marketed under the brand Nutri Sari. The company is expected to accelerate the pace of new launches, especially in nectars. As part of the company's stated commitment, Nutrifood is likely to continue introducing food and drink products that are not only healthy but also tasty.

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