

Palanacki Kiseljak ad in Soft Drinks (Serbia)

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Abstracts

Palanacki Kiseljak ad does not have its own independent strategic policy as it is a part of a large regional player that uses its production capacities for its own purposes. Palanacki Kiseljak's current goal is to continue to increase production of its own and owner's brands in Serbia and other regional markets with a special focus on its Cockta brand portfolio.

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