

Pepsi-Cola Egypt / Alkan Bugshan in Soft Drinks (Egypt)

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Abstracts

Pepsi-Cola Egypt provides a range of soft drinks in the country, especially in carbonates, bottled water, mixers and tonic water. Its brands, such as Pepsi, 7-Up and Mountain Dew, are globally renowned. The company has a wide domestic distribution network, even reaching the more remote parts of Egypt. According to company sources, large investments are planned to increase its production capacity over the forecast period.

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