

Pietercil Resta SA in Soft Drinks (Belgium)

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Abstracts

As sales and marketing partner to Britvic Plc, Pietercil aims to strengthen its position in liquid concentrates and remain a key player in children's and family soft drinks. It will maintain and reinforce its relationships with Belgium's main grocery distributors and support new Teisseire launches with marketing campaigns, while nurturing its existing portfolio.

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