

Podebradka as in Health and Wellness (Czech Republic)

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Abstracts

Podebradka is set to continue supporting its products with significant advertising focusing on traditional values and product quality. A stronger marketing budget and potentially also new flavour extensions, and products free from artificial colourants will also likely be visible. The company's main presence in health and wellness beverages is going to remain in still natural mineral water and reduced sugar beverages. At the same time it will pay more attention to its on-trade selection of cola-...

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Contents

Strategic Direction

Key Facts

Summary 1 Podebradka as: Key Facts

Summary 2 Podebradka as: Operational Indicators

Competitive Positioning

Summary 3 Podebradka sro: Competitive Position 2016

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