

Pritty SA in Soft Drinks (Argentina)

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Abstracts

Pritty SA is expected to continue focusing on the growing categories of flavoured bottled water and low calorie carbonates. The company launched Pritty Cero, a low calorie carbonate in December 2015. The company was able to build a traditional brand with strong presence in its original location (Cordoba) and surrounding provinces.

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Contents

Strategic Direction

Key Facts

Summary 1 Pritty SA: Key Facts

Summary 2 Pritty SA: Operational Indicators

Competitive Positioning

Summary 3 Pritty SA: Competitive Position 2016

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