

Procordia Food AB in Soft Drinks (Sweden)

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Abstracts

Procordia Food focuses on increasing the healthiness of its products as much as possible. The company reviewed all 700 of its brands and relaunched them either in sugar-free or low-sugar variants over the last few years of the review period. The company also introduced GDA (Guideline Daily Amount) labelling on its products. Procordia started paying greater attention to reducing preservatives in its products and also launched a serious environmental programme. The company aims to improve its...

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