

Radenska dd in Soft Drinks (Slovenia)

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Abstracts

As the leading bottled water manufacturer in the relatively small Slovenian soft drinks industry, which has been in decline since the onset of the economic crisis in 2009, Radenska's main business strategy is to remain the leading bottled water manufacturer of natural mineral water under the brand name Radenska, and remain an active developer and competitive company with a significant value share in soft drinks overall.

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