

Rapenor SA in Soft Drinks (Uruguay)

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Date: April 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: RE8474CC918EN

Abstracts

The company aims to consolidate its position in concentrates, by not allowing smaller players or new comers to gain share at its expense. It is constantly highlighting the quality of its products and has updated its portfolio with new flavours and low calorie alternatives. Rapenor SA is also actively participating with success in other hot drinks (with yerba mate) and chocolate-based flavoured powder drinks.

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