

Ricola AG in Packaged Food (Switzerland)

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Abstracts

Ricola AG is the most prominent producer of medicated sugar confectionery in Switzerland. The company has always placed great emphasis on the natural ingredients of its products and it strongly believes in the necessity of paying great attention to raw materials, which it uses during the process of production. Therefore, the company only chooses selected herbs that come from a controlled environment that agrees with ecological requirements. In this way, it can convince consumers of the positive...

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