

Ringnes AS in Soft Drinks (Norway)

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Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R99B473C733EN

Abstracts

Ringnes aims to secure its position as a leading player in soft drinks in Norway through a continuation of product development and the marketing of key brands such as Pepsi Max, Farris and Imsdal. The company aims to take advantage of key trends such as health and wellness through a focus on low-calorie products as well as securing continued strong sales of key brands such as Pepsi Max through sustained distribution through key channels grocery retailers, convenience stores and forecourt retaile...

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