

Rio Bucovina SRL in Health and Wellness (Romania)

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Abstracts

Rio Bucovina is one of the top players in soft drinks and retained a top position in naturally healthy bottled water with the brand Bucovina. The launch of the brand Golden Horse in functional/fortified energy drinks led the company to gain a stronger position in health and wellness beverages. The expansion of the distribution network allowed the company to make its brands available nationwide whilst it has also succeeded in maintaining the top position in Bucharest. Exports of bottled water...

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