

Routin SA in Soft Drinks (France)

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Abstracts

According to the company itself, it is most important for Routin to “get out from its own ghetto”. Already well-known as one of the mainstream subcontractors for private label, the company managed to develop promising brands and concepts, such as Fruiss Raving Rabbids, new packaging (HDPE 75cl “squeezers” similar to those used for mustard and mayonnaise in packaged food), and mainly Ouiz, one of the leading brands offering ultra-concentrates over 2014/2015.

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