

Royal FrieslandCampina NV in Soft Drinks (Netherlands)

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Abstracts

Royal FrieslandCampina is a very large company with a wide variety of food and drinks brands. The company is mainly a dairy company and this means that dairy and cheese products are its priority. Within its overall strategy juice products are not a major focus area. This does not mean, however, that the company does not invest in its juice brands. Research and development as well as marketing and promotion of its new and existing ranges remain of importance and Royal FrieslandCampina does not wa...

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