

Rynkeby Foods A/S in Soft Drinks (Denmark)

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Abstracts

Rynkeby Foods aims to build on its leading position in the categories in which it is present and increase its retail volume sales by focusing on sales of the company's own brands as well as the distribution of Innocent products. Another part of the company's long-term strategy is to continue to monitor consumer trends and respond accordingly by launching new products in dynamic categories, such as smoothies, nectars and juice drinks.

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