

San Pellegrino Italia SpA in Soft Drinks (Italy)

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Abstracts

San Pellegrino can rely on Nestlé SA's strong distribution network and resources and its main strategy over the forecast period is expected to be expanding its product portfolio, capitalising the popularity of its brands, such as S Pellegrino and Vera. In line with the launch of Chinotto Recoaro, the company will focus on consolidating its position within carbonates and other soft drinks categories over the forecast period. Another important strategy will be engaging consumers in environmental...

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Contents

Strategic Direction

Key Facts

Summary 1 San Pellegrino Italia SpA: Key Facts

Summary 2 San Pellegrino Italia SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 San Pellegrino Italia SpA: Competitive Position 2012

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