

# Schlor AG in Soft Drinks (Switzerland)

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## Abstracts

Despite a strong product portfolio of natural and locally-sourced juices and carbonates, the relatively small company was not able to compete against the increasing price pressure from other local beverage companies and was forced to cease production of its own brands, Schlör and Senator, which were acquired by Ramseier Suisse in October 2014. Its local beverage shop and cash and carry outlet in Menziken were sold. In future Schlör will focus solely on the local distribution of the Ocean Spray...

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