

Souroti SA in Soft Drinks (Greece)

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Abstracts

Along with boosting sales in the carbonated water market, the company is focusing on the distribution of its new product, Sourotea. Given the limited potential in the domestic market amidst the recession, in the short term the company's primary focus is to boost its exporting activity. The company already exports to a number of countries in Western Europe, Cyprus and Saudi Arabia.

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