

Stabburet AS in Soft Drinks (Norway)

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Abstracts

Stabburet aims to become the leading food supplier in Norway, which it planned on doing by merging with Rieber & Søn ASA to become Orkla Foods Norge AS during autumn 2013. Stabburet furthermore positions itself as a producer of healthier and functional products, including reduced-sugar and reduced-fat alternatives, such as the Fun Light series. Within soft drinks, Stabburet continued to invest heavily in advertising its Fun Light brand in 2013. In addition, it also focused on promoting the...

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