

## Stassen NV SA in Soft Drinks (Belgium)

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### Abstracts

Stassen reached an agreement in 2014 whereby the commercial development of non-alcoholic drinks for the Belgian off-trade and on-trade will be outsourced to Néobulles SA, a company owned by family member Philippe Stassen. Within carbonates, the new company will continue to promote the Kidibul brand through social media and sports events targeted at children.

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