

Stork Élelmiszer Manufaktúra Kft in Soft Drinks (Hungary)

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Abstracts

The company's plans are to bring further innovation in flavour mixes and extend its product portfolio, while not compromising on high product quality and image. Stork Élelmiszer Manufaktúra Bt is committed to producing real concentrates with high fruit content and not diluting the brand with heavy price promotions or any development making the brand look cheap. Extending its product portfolio with honey and various spice mixes will not threaten the dominance of concentrates in its sales.

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