

Szikrai Borászati Kft in Soft Drinks (Hungary)

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Abstracts

Szikrai Borászati Kft (Szikrai Winery Ltd) started as a wine making company, as its name suggests, although over time it turned increasingly towards the production of fruit-based products, taking advantage of the high quality of locally sourced fruit of the region. It has become the leading fruit-based carbonates producer in Hungary. The current strategy of Szikrai is to produce high-quality fruit-based concentrates, which satisfy health and wellness demands. It is planning to continue pursuing...

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