

Tan Hiep Phat Group in Soft Drinks (Vietnam)

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Abstracts

By creating three national brands – Dr Thanh, Zero Degree Green Tea and Number 1 – Tan Hiep Phat Group aims to become one of the leading food and beverages companies in Asia whilst also catering for global consumers. In order to achieve this goal it will make continuous investments in researching new ways to serve consumers better, as well as paying attention to developing new and exciting products for its customers.

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