

Teekanne GmbH in Soft Drinks (Austria)

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Abstracts

Teekanne GmbH is likely to continue its strategy as a provider of high quality tea products but will also seek to boost its sales further by becoming even more active in the soft drinks market via its Willi Dungl brand. With Willi Dungl, the company is seeking to respond to the wellness trend, aiming to thereby penetrate the soft drinks market quickly over the forecast period.

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