

Thurella AG in Health and Wellness (Switzerland)

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Abstracts

Thurella AG is a traditional fruit/vegetable juice company; it is strongly rooted in eastern Switzerland, and is a leading Swiss pioneer in organic produce thanks to its well-known brand Biotta, which is sold in 40 countries. Thurella has a strong commitment to be a sustainable manufacturer of high-quality products and it is a major partner of local agricultural producers. The firm is expected to continue to focus on its organic credentials over the forecast period.

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