

Tresmontes Lucchetti SA in Soft Drinks (Chile)

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Abstracts

Over the forecast period, Tresmontes Lucchetti will continue to develop new flavour variants under its Livean and Zuko brands in powder concentrates, which is a rather mature category in Chile. It will also continue to position Livean as an affordable option for consumers seeking soft drinks products that are low in sugar, targeting figure-conscious female consumers in particular.

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