

# Uni-President Enterprises Corp in Soft Drinks (Taiwan)

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## Abstracts

Uni-President Enterprise Corp is expected to maintain its strategy of appealing to a broad consumer base while remaining the leading food and beverage company in Taiwan. With already strong levels of consumer confidence in the company's various brands, the continued emphasis on high quality and food safety are set to remain of paramount importance for the company as it seeks to keep delivering high levels of perceived reliability.

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