

Valora Holding AG in Health and Wellness (Switzerland)

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Abstracts

Within health and wellness beverages, the company is anticipated to continue to focus on strong distribution of its ok.- brand through its kiosk and avec branded outlets across Switzerland. While the company is focusing strongly on FF energy drinks in health and wellness beverages under the ok.- brand, it is also expected to place greater focus on its fruit/vegetable juice, mineral water and carbonates ranges, as well as its packaged food range. With this, the company will be aiming to further...

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