

## Vichy Catalán (Grupo) SA in Soft Drinks (Spain)

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### Abstracts

Vichy Catalan (Grupo) plans to continue reinforcing its position within the soft drinks market in the coming years. In the context of economic recovery and the improved performance of foodservice, a channel which is essential for the sales of the company, Vichy Catalan (Grupo) aims to strengthen its participation, with a clear focus on its star product, carbonated mineral bottled water under the Vichy Catalan brand. The company is also expected to increase its investment in innovation and added...

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