

Vino Župa ad in Soft Drinks (Bosnia-Herzegovina)

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Abstracts

Originally a winemaker, today Vino Zupa gets most of its sales from its soft drinks production line. Since 2008, Vino Zupa has set its sights on improving its regional performance by acquiring companies in Macedonia and Bosnia-Herzegovina. Strategically, Vino Zupa is looking to continue expanding its exports given the limited potential of the domestic market.

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