

# Waldquelle GmbH in Soft Drinks (Austria)

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#### **Abstracts**

Waldquelle is expected to continue to cultivate a traditional image via an emphasis on nature, sustainability and family values. Being seen as a high-quality producer with midrange prices, Waldquelle aims to steal share mainly from the leading premium brands.

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## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Waldquelle GmbH: Key Facts

Summary 2 Waldquelle GmbH: Operational Indicators

**Competitive Positioning** 

Summary 3 Waldquelle GmbH: Competitive Position 2016



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