

Wei Chuan Foods Corp in Soft Drinks (Taiwan)

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Abstracts

Wei Chuan Foods Corp aims to sharpen its brand names and plans to expand the sales in the northern part of China. It will develop new products that can be popular in both China and Taiwan. Wei Chuan will communicate with consumers for the brands of chilled soft drinks which are very popular, such as Bernachon. Besides coffee and juice drinks, Wei Chuan will launch safe and natural drinks in the future, as it did for Bernachon milk tea in 2012.

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