

# Winnington AB in Health and Wellness (Sweden)

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## Abstracts

Winnington's future focus is on strengthening its position within FF products, with the main focus on FF beverages and the tobacco-free product snus. The company will continue to focus on launching new products to meet the demands of young Swedish consumers with active lifestyles. The company will continue to focus on FF functional bottled water with its KickUp Pure Effect drink with more exotic flavours, energy-boosting vitamins and minerals, and with the addition of stevia. The company will...

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