

Yildiz Holding AS in Soft Drinks (Turkey)

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Abstracts

Yildiz Holding is the strongest branded packaged food producer and one of the leading hot drinks and soft drinks companies in Turkey. It aims to maintain its position through expanding its product portfolio of differentiated products under all the categories in which it is present. For example, it was the first company to launch cafe latte in instant coffee mixes format in 2011. The company's aim is to remain within the top three companies in every category in which it is present. In addition, Y...

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