

ZF Getränke GmbH in Soft Drinks (Austria)

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Abstracts

With Keli, ZF Getränke GmbH owns a brand with great tradition in Austria. With its retro image and strong focus on past times, Keli runs the risk of losing the interest of the younger audience that do not know the brand from their childhood. ZF Getränke will increasingly focus on the on-trade and try to increase exports as Austrian products enjoy a strong reputation as high-quality products in many neighbouring countries.

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