

Pepsi launches new soft drink range in Japan

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Three flavours will be available as part of the new range, including a Regular cola drink, a zero calorie variant aptly named Zero and Midnight, which is aimed at consumers who will drink the beverage in the evening.

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The release of the drinks comes as part of a larger marketing movement by Suntory called 'Japan & Joy', which aims to 'revitalise the cola market' in the country by creating products with Japanese consumer preferences in mind.