

# Ahmad Tea Fabrika OOO in Hot Drinks (Russia)

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## Abstracts

Ahmad Tea Fabrika OOO aims to expand its portfolio through new product launches, offering new flavour variants and product formats under its umbrella brand Ahmad, and to renew its presence in previously abandoned categories such as loose black standard tea. The exclusive distributor of the Ahmad tea brand in Russia will remain SDS-Foods OOO. Moreover, the company will focus on promotional activities involving Russian celebrities.

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