

# Ajinomoto (Thailand) Co Ltd in Hot Drinks (Thailand)

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## Abstracts

With the purpose of accomplishing a more-profitable business, Ajinomoto (Thailand) Co has been focusing on the premiumisation trend within coffee. Under its Birdy umbrella brand, the company offers Birdy Primo and Birdy Barista for its RTD blended coffee in plastic bottles and RTD fresh coffee in cans. The premiumisation of its products is not limited to RTD coffee, but also covers instant coffee under the same brand. These products are offered with premium positioning in terms of packaging,...

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