

Alimentos Polar CA in Hot Drinks (Venezuela)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A26EF6CDB7EEN

Abstracts

Alimentos Polar will concentrate on maintaining its position in other hot drinks, after being one of the private companies most threatened by government inspections, interventions and seizures. Alimentos Polar's marketing strategy will continue to focus on promoting its Toddy brand by focusing on family consumption.

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Product coverage: Coffee, Other Hot Drinks, Tea.

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