

Almatinsky Chai ZAO in Hot Drinks (Kazakhstan)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A0E5AA5C44BEN

Abstracts

Almatinsky Chai ZAO is one of the main domestic tea manufacturers in Kazakhstan. The company's products enjoy popularity among consumers and are competitive in relation to price, quality and taste. Almatinsky Chai ZAO has in its portfolio such brands as Altyn Adam, Assam, Rooibos, Kenya and Green Special. In order to boost sales and reach a wider number of consumers, the company constantly organises various promotional activities and price promotions.

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