

# AmorePacific Corp in Hot Drinks (South Korea)

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### **Abstracts**

Over the forecast period, AmorePacific Corp will continue to develop new premium tea products that are capable of competing with world famous imported brands. In particular, it will focus on launching new green and black tea products that are made with traditional South Korean ingredients such as Jeju citrus fruits. The company will also work to improve distribution of its Sulloc brand via department stores and specialist tea retailers, as well as via its own on-trade outlets. In addition to str...

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