

## Baliarne Obchodu as Poprad in Hot Drinks (Slovakia)

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### Abstracts

Baliarne Obchodu as Poprad intends to continue to focus on marketing activities, promoting its Popradsky Caj a Kava and Mistral tea brands on television. Moreover, frequent new product development and widening its product portfolio will be key factors in attracting consumer attention and maintaining its strong position in the hot drinks market.

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