

Buisman BV, Koninklijke in Hot Drinks (Netherlands)

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Abstracts

Koninklijke Buisman plans to expand its distribution agreements to include non-grocery specialists, and to sign exclusive distribution deals with larger grocery retailers. The inclusion of non-grocery specialists may give Buisman's products greater distribution and visibility among consumers. Koninklijke Buisman also wishes to be considered as a specialist in instant coffee and will invest the majority of its resources in the further development of its instant coffee range.

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