

Cacique de Café Solúvel, Cia in Hot Drinks (Brazil)

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Abstracts

Cia Cacique de Cafe Soluvel focuses on products which offer higher margins, especially value-added fresh ground coffee, such as Cafe Pele Gourmet, Cafe Pele Superior and Cafe Pele Cappuccino. This strategic direction is expected to continue over the 2012-2017 period.

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