

Cafea Fortuna SRL in Hot Drinks (Romania)

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Abstracts

Cafea Fortuna will seek to strengthen its position in coffee over the forecast period by launching new products, whilst also working to improve distribution, quality standards and promotional support for its established ranges. In particular, the company will focus on launching higher quality but competitively priced packaged fresh coffee beans, and on improving distribution of its Fortuna brand in hypermarkets, supermarkets and other modern retail channels.

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