

Café Fama de América CA in Hot Drinks (Venezuela)

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Abstracts

Cafe Fama de America, a state-owned company, is likely to continue to focus on ensuring the availability of fresh coffee to the lower-income segments of the population, leaving product innovation aside. Given that the government focus is to ensure that the population has access to priority consumption goods at the lowest possible cost, it will continue leveraging subsidies, giving little priority to innovation.

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