

Cambiaso Hermanos SAC in Hot Drinks (Chile)

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Abstracts

Cambiaso Hermanos's core business in 2016 was hot drinks – the company is one of the oldest players in the category. The company imports, processes and packages tea and yerba mate, and produces organic herbal tea from Chilean plantations. In 2016 it continued to drive premiumisation among its products. A late starter in terms of responding to the gourmet trend, the company's retail value share in hot drinks declined in recent years.

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