

# Cay Isletmeleri Genel Müdürlüğü in Hot Drinks (Turkey)

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## Abstracts

Cay Isletmeleri Genel Mudurlugu (CAYKUR) will likely remain the leader in hot drinks over the forecast period thanks to its dominant position within tea. To this end, the company is investing in advertising campaigns and marketing activities in order to keep consumers well-informed of its products. The company increased its production of organic tea significantly in 2015 and it continues to invest in the harvesting of white tea, with it set to continue expanding into these fields in the coming y...

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