

Cie Méditerranéenne des Cafés SA in Hot Drinks (France)

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Date: February 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: CCEDC9FC844EN

Abstracts

Cie Méditerranéenne des Cafés aims to maintain its leading positioning within organic fresh coffee. To achieve this goal, it is expected to extend its range of products, as well as making investments in advertising and promotion. Over the forecast period Cie Méditerranéenne des Cafés will probably expand its own coffee shop network in order to boost its sales.

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