

Coffee Beanery Co Ltd in Hot Drinks (Thailand)

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Date: August 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C6AD3AF57A1EN

Abstracts

Gaining the wide acceptance of its certified organic coffee overseas, Coffee Beanery eyes the greater penetration of organic coffee in Thailand. The company sees the shift in consumer behaviour in Thailand toward health and wellness products underpinned by concern over chemical contamination in food products, triggering the demand for organic food. With its diverse business model in coffee, Coffee Beanery is leveraged by the expansion of its Eagle Thai Coffee Kiosk and Sovente Coffee and Tea as...

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