

Coswell SpA in Hot Drinks (Italy)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C2FB5789D34EN

Abstracts

In hot drinks, Coswell's main strategy over the forecast period will be to continue to invest in research and development in the new profitable nutraceutical area, with its L'Angelica brand, and is set to introduce new product launches. This is an area that is quite new for Italy and is expected to expand quickly. Coswell is likely to capitalise on its leading positioning in fruit/herbal tea in order to benefit from this trend.

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