

Crastan SpA in Hot Drinks (Italy)

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Abstracts

The company is likely to continue to focus on its malt-based hot drinks and its organic range as well as private label products, an area which is expanding in Italy. Quality and price competitiveness are set to continue to drive company activity. In the future, the company is expected to invest in the application of more efficient technologies, aiming to take advantage of the increasing demand for private label products expected to characterise the Italian market.

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