

Dogus Cay in Hot Drinks (Turkey)

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Abstracts

Dogus Cay is the leading privately-owned local tea producer in Turkey and it has one of the highest levels of production in terms of volume. It aims to expand the range of products that it offers as well as increasing its presence in a higher number of retail points in the country. To this end, Dogus Cay has restructured its distribution network, while investing in marketing activities and advertising campaigns. The company also intends to launch a tea house chain – just like its competitor CAYK...

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