

Droste BV in Hot Drinks (Netherlands)

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Date: May 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: DB098C497AFEN

Abstracts

The main aim of Droste BV in the hot drinks industry will be to maintain its current level of distribution. The brand recognition of Droste hot chocolate remains high among mature and older consumers in particular and the Droste brand has a reputation for being a quality product and is well recognised because of the iconic Droste tin. The brand has a long heritage, but fails to appeal to younger consumers. For Droste, investment in the hot drinks part of the business is not a priority. The main...

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