

# GMCR Canada Holding Inc in Hot Drinks (Canada)

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## Abstracts

The company's key growth driver in 2014 remains the Keurig pod system, whose growth has outpaced the industry. A large number of product entries for the system consolidated its position. New technologies like the Keurig Hot System were launched in 2013. Another launch featured Keurig Rivo, which specialises in lattes and cappuccinos and offers pack espresso blend varieties, in partnership with Lavazza.

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