

Grand CD OOO in Hot Drinks (Russia)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G89F78D34CDEN

Abstracts

Grand CD OOO aims to grow by capitalising on its long-term experience in hot drinks as well as an active marketing strategy. The company is expanding its production through a new enterprise, Santi OOO, which was created in cooperation with Tata Tea Ltd. Santi OOO will market and expand sales of the existing Grand brand and produce private label tea and coffee for major Russian retailers. Moreover, the company is planning the launch of tea brands Tata and Tetley, as well as the Eight O'Clock...

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Contents

GRAND CD OOO IN HOT DRINKS (RUSSIA)

Euromonitor International

June 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Grand CD OOO: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Grand CD OOO: Competitive Position 2012

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