

Green Mountain Coffee Roasters Inc in Consumer Appliances (USA)

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Abstracts

Keurig Green Mountain Inc has positioned the Keurig brand as a leader in the single-serve hot beverage marketplace, and the company estimates its current Keurig Hot system to have penetrated into approximately 13% of US households. The company is executing a segmentation strategy to showcase its variety of beverage options, in order to increase household penetration. It also intends to expand its distribution, as well as leverage its K-Cup licensing deals with brands such as Starbucks and...

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