

Green Mountain Coffee Roasters Inc in Hot Drinks (USA)

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Abstracts

Green Mountain Coffee Roasters has enjoyed rapid growth over the review period 2008-2013 thanks primarily to the successful transition of its Keurig single-serve coffee brewing system from work and institutional settings to individual homes. The company has solidified its dominance of the fresh ground coffee pods category by acquiring regional brands and reaching licensing agreements with top coffee players such as Folgers, Starbucks, Dunkin' Donuts and Eight O'Clock Coffee to produce a variety...

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