

Grupo Cafento in Hot Drinks (Spain)

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Abstracts

Cafento (Grupo) focuses strongly on foodservice and OCS (Office Coffee Service), channels affected by the economic crisis. Due to the decrease in sales it has suffered since 2008, the company is seeking to grow through three approaches: by boosting sales in the OCS channel with its fresh ground coffee pod system Stracto (accounting for 15% of total value sales in 2012 and 20% in 2013); to follow an ambitious internationalisation strategy that includes the possibility of establishing...

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