

Grupo Café Britt SA in Hot Drinks (Costa Rica)

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Abstracts

Grupo Café Britt SA will continue using its strong position as the main gourmet Costa Rican coffee manufacturer to launch additional premium and indulgent brand extensions over the forecast period (especially in packaged foods). It will seek further development opportunities outside the region and consolidate its successful retail operations and brand presence at international airports throughout the Americas, allowing it to gain brand awareness among a broader base of potential customers. Local...

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