

# Grupo Nutresa SA in Hot Drinks (Colombia)

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## Abstracts

Grupo Nutresa SA is one of the main holding companies in Colombia, involved in many mass consumption products such as coffee, chocolate, sausages and other packaged food types. Colcafé and Compañía Nacional de Chocolates are active in coffee and other hot drinks, respectively. In 2010, the group created Comercial Nutresa SA (formerly Cordialsa) to strengthen its distribution network. One of the main company strategy's is to grow its institutional sales and foodservice operations, meaning that...

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