

# **Gustav Paulig Oy Ab in Hot Drinks (Finland)**

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### **Abstracts**

Gustav Paulig's strategic focus over the forecast period is to firstly renew its marketing and branding by attracting the younger generation to its most important brands such as Juhla Mokka. Secondly, the company aims to strengthen its position in the on-trade channel by investing in its recently opened café, Kulma.

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