

# Haugen-Gruppen A/S in Hot Drinks (Norway)

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## Abstracts

Haugen-Gruppen continues to direct most of its marketing efforts towards its dominant tea brand – Twinings – in hot drinks. Throughout 2013, Haugen-Gruppen continued to launch new brand extensions, with new flavours and tea pod products on offer, new innovation is expected to continue over the forecast period. Emphasis on the health benefits of its tea will continue, as consumers become increasingly health conscious.

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