

# Herbária Zrt in Hot Drinks (Hungary)

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## Abstracts

Herbária intends to retain its position as the leading player in fruit/herbal tea by responding to changing trends caused by growing consumer health awareness. The company aims to continuously widen its product range in all key subcategories of tea and satisfy demand with good quality, health-promoting teas. To compete with large international players, it actively develops its portfolio to offer a wide range of quality tea products. Herbária expands its production capacity and network of health...

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