

Herbária Gyógynövényfeldolgozó és Kereskedelmi Zrt in Hot Drinks (Hungary)

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Abstracts

Over the forecast period, Herbária will seek to strengthen its position in tea by developing new health-oriented products while also working to improve the quality and variety of its established ranges. In particular, the company is expected to focus on the expansion of its Happy Aktív range of fruit teas, which was only introduced in late 2012. At the same time, the company will work to strengthen distribution and marketing support for its various tea products, and continue manufacturing...

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