

Idilia Foods SL in Hot Drinks (Spain)

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Abstracts

Idilia Foods SL aims to consolidate its specialisation strategy after the division from Nutrexpa SA. The company owns one of the most important brands within the other hot drinks categories: Cola Cao. As the restructuration of the company poses several challenges, Idilia Foods SL relies on its knowledge of the market and wide distribution networks to achieve good results in the current period.

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