

Indústrias Alimentícias Maratá Ltda in Hot Drinks (Brazil)

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Abstracts

Indústrias Alimentícias Maratá is a strong domestic company, present mainly in coffee and tea in the northeast region of the country. The company has been diversifying its portfolio by investing in soft drinks, mainly juice and concentrated versions, and in packaged foods in sauces, dressings and condiments, in attempts to compete in value-added categories.

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