

Industria Colombiana de Café SA (Colcafé) in Hot Drinks (Colombia)

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Abstracts

The company remained the leading player in coffee and overall hot drinks in 2016, with brands that have a longstanding presence and are strongly positioned among Colombians. The company is focused on the mid-priced segment and innovates constantly, offering convenient solutions to consumers. In 2016 the company entered coffee pods with its traditional brands and a system that allows consumers to enjoy a cup of coffee in 30 seconds.

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