

# Instituto Botánico La Selva SRL in Hot Drinks (Uruguay)

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## Abstracts

Instituto Botanico La Selva SRL is a company that follows a relatively dynamic strategy, as it continues to add new fruit/herbal tea products every year and exploits new product lines (such as homeopathic remedies). It aims to improve its position through this policy in the domestic tea and other plant-based hot drinks (yerba mate) categories, while remaining the largest Uruguayan exporter of herbal/traditional medicinal tea.

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