

Jan Spider doo in Hot Drinks (Croatia)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: J338DE33BF7EN

Abstracts

The acquisition of Atlantic Grupa dd's tea business in December 2015 has launched Jan Spider, previously a virtually unknown manufacturer of tea, mostly for third parties, into the spotlight of the tea category in Croatia. At the beginning of its expansion cycle, Jan Spider is mostly concentrating on the Croatian market and how to preserve its fast-acquired market share.

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