

# Julius Meinl Austria in Hot Drinks (Austria)

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## Abstracts

Julius Meinl plans to reinforce its image as the foremost representative of the renowned Viennese coffee house culture by combining coffee tradition with the latest developments in premium quality coffee. The company will try to maintain its leading position in brand recognition (currently, 94% brand recognition in Austria) and intends to maintain its leadership in foodservice and to remain a relevant player in all premium coffee categories.

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