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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.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Coffee, Other Hot Drinks, Tea.

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Contents

Strategic Direction
Key Facts
  Summary 1 Julius Meinl Austria: Key Facts
Competitive Positioning
  Summary 2 Julius Meinl Austria: Competitive Position 2015

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