

Kaffehuset Friele AS in Hot Drinks (Norway)

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Date: May 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: K5DAA17487DEN

Abstracts

Kaffehuset Friele has been the leading coffee company in Norway for most of the review period, the company is also the oldest coffee house in the country. The company has intensified its focus on alternative categories such as fresh coffee beans and fresh ground coffee pods, but also to some extent the more mature instant coffee environment. The majority of Kaffehuset Friele's marketing efforts have been targeted towards its more premium options in fresh coffee beans and fresh ground coffee...

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