

# Key Coffee Inc in Hot Drinks (Japan)

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## **Abstracts**

Key Coffee is intent on preventing the commoditisation of coffee in Japan by focusing on presenting its coffee as being a high-quality and authentic product. Under its new slogan "Passion of coffee," the company aims to be the most trustworthy coffee company in Japan. The company plans to concentrate on establishing long-term appeal by emphasising its reputation for quality and service.

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