

King Car Food Industrial Co Ltd in Soft Drinks (Taiwan)

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Abstracts

King Car Food Industrial has been the leading player in RTD coffee for a long time. The company continues to maintain its leading share, but more importantly plans to expand into different categories such as hot drinks, alcohol and fast food. To meet the demands of modern consumers in Taiwan for healthy products, King Car Food Industrial plans to focus on products that are not only healthy, but also convenient and nutritional. It is expected to constantly continue to innovate and develop...

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