

# Koninklijke Buisman BV in Hot Drinks (Netherlands)

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## Abstracts

The strategy of Koninklijke Buisman is to expand its distribution agreements to include non-grocery retailers, and to sign exclusive distribution deals with larger grocery retailers. The inclusion of non-grocery retailers should provide Buisman's products with greater visibility. The company also wants to be considered a specialist in instant coffee and will invest the majority of its resources in the further development of its instant coffee range.

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