

Kookje Food Co in Hot Drinks (South Korea)

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Abstracts

Kookje Food offers a wide range of products, not only in green tea but also in instant tea, including ginger, jujube, citron, and many other teas. Its current brand image stays below that of its competitors, AmorePacific and Nokchawon. However, Kookje Food is expected to keep its brand awareness level and focus on introducing diverse and approachable products to consumers.

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