

Kraft Foods Deutschland GmbH in Hot Drinks (Germany)

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Abstracts

Kraft Foods will focus on underlining the social responsibility of the company. This includes the financial support of various areas like sports education, climate protection and charitable projects. The company also plans to increase its range of fair-trade products in coffee and chocolate and will support its flagship brands through marketing activities. In the dynamic coffee pods category, Kraft will continue to frequently launch new products so as to remain competitive in an increasingly...

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