

Krüger GmbH & Co KG in Hot Drinks (Germany)

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Abstracts

Following the failure of its K-Fee coffee capsule system, which attracted very little consumer attention in Germany, Krüger plans to produce the capsule machine for foreign markets where it will be sold under the name of local brands. The company is thus looking for international partners which will use the machine for their coffee brands. The company is also closely watching the performance of stevia as it is a key player in sweetened instant coffee. It is thus looking for an alternative to...

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