

LaBelle Groupe in Hot Drinks (Algeria)

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Date: July 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L6DA63B7441EN

Abstracts

LaBelle Groupe continued to increase production and diversify its portfolio. In 2012, the company started sugar production in a joint-venture with a French company, Cristal Union. It was also the first domestic manufacturer to launch a coffee pod in 2013, with its own coffee machine. The company's target is to cater to domestic market demand, and reach higher production volumes to be able to export abroad in the short term.

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