

Lindvalls Kaffe AB in Hot Drinks (Sweden)

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Abstracts

Lindvalls Kaffe AB is a small coffee producing company with limited interest in expansion in the Swedish market. The company's focus area is eastern Sweden, especially Uppsala, where the company is located. The company is present both in the retail and foodservice channels. It does not invest in any significant marketing activities or new product launches, like its more dynamic competitors, such as Löfbergs Lila AB and Arvid Nordquist HAB. Lindvalls Kaffe AB is more focused on maintaining...

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