

Loacker SpA, A in Hot Drinks (Italy)

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Abstracts

A Loacker SpA is the leader of the tea category in Italy thanks to its distribution of the Twinings brand in the country. While the company's focus will remain on its packaged food business, it will use synergies in distribution to better target both on-trade and off-trade channels. The company's longstanding objective is to distribute highly quality products, while pursuing innovation.

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