

Mita Kish Co in Hot Drinks (Iran)

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Abstracts

Mita Kish Co aims to become the leader in instant coffee mixes sachets by strengthening its partnership with Future Enterprises Pte Ltd. The company plans to introduce and expand distribution of the Klassno brand in many SKUs to address all types of consumer demand. It will also try to expand its business to include pure soluble instant coffee and coffee whiteners, and present itself as a strong competitor to leading player Nestlé.

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