

Mitsui Norin Co Ltd in Hot Drinks (Japan)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: ME63FEC5B11EN

Abstracts

As the leading producer of black tea in Japan, Mitsui Norin aims to reinvigorate demand for black tea as flagging sales threaten the category's future. The company aims to promote black tea by actively researching the health benefits of tea as well as running promotional campaigns to educate consumers about black tea.

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