

Mocca Negra Zrt in Hot Drinks (Hungary)

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Abstracts

The domestic player Mocca Negra aims to develop its product portfolio and extend its mainstream Bravos brand into the premium segment. The company is positioning Bravos as an affordably-priced high-quality fresh coffee brand in both the off-trade and foodservice channels. Mocca Negra intends to use the repositioning Bravos and intensive below-the-line marketing to grow consumer confidence and brand recognition and expand its share in fresh coffee.

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