

# Mokate Sp zoo in Hot Drinks (Poland)

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## Abstracts

In 2016, the company put a lot of emphasis on product innovations that were well accepted by customers in Poland and abroad, such as Moje Inspiracje instant coffee and Loyd tea in a pyramid shape. Mokate's international strategy is based on four pillars – product innovation, offer diversification, building product synergy in B2B and B2C areas, and creating a sales network in each country based on local staff. Currently, Mokate exports products to more than 65 countries around the world, and its...

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