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Molinos Río de la Plata SA in Hot Drinks (Argentina)

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Abstracts

Molinos Ri?o de la Plata SA has strong yerba mate brands and has been investing more in developing its instant coffee brand. The company is clearly looking to compete with category leaders Nestle? and Cafe?s La Virginia to benefit from instant coffee's strong growth.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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