

Nestlé Deutschland AG in Hot Drinks (Germany)

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Abstracts

To meet the needs of consumers with hectic lifestyles, Nestlé will launch more convenient products in hot drinks as well as other areas. Nestlé will also continue to emphasise the health benefits of its products and highlight sustainability aspects to make its products attractive to eco-friendly consumers. The company will also try to promote the sustainability aspects of its production processes in order to improve the company's image.

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