

# Nestlé UK Ltd in Hot Drinks (United Kingdom)

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## Abstracts

Nestlé is expected to strongly focus on building an ethical position in hot drinks over the forecast period. The company plans to increasingly source its supplies directly from farmers or according to Rainforest Alliance and Sustainable Agriculture Network (SAN) principles. The company is also making an effort to play the green card by reducing its packaging, as is the case with the new Nescafé Gold Blend refill pack. The company thus hopes to win over consumers from smaller ethical or...

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