

# New Coffee Co in Hot Drinks (Portugal)

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## Abstracts

New Coffee Co's global strategy is to continue to grow through acquisitions in order to compete with the leading coffee brands in Portugal. For this strategy to be successful, beyond efforts to acquire new brands for its portfolio, New Coffee Co is expected to engage in core investments that are capable of increasing the penetration of its two strongest brands, A Cafféira and Lavazza to increase share.

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