

Nur Co in Hot Drinks (Azerbaijan)

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Abstracts

Over the forecast period, Nur Co will attempt to strengthen its competitive position in the Azerbaijani coffee and other hot drinks categories by adding new products to its portfolio, while also working to improve distribution of its established ranges. At the same time, the company intends to step up promotional support for all of the brands it distributes, most notably MacCoffee and MacChocolate.

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