

# Nutrexpa Portugal Lda in Hot Drinks (Portugal)

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## Abstracts

Nutrexpa Portugal Lda aims to be one of the major players in other hot drinks in Portugal, in which it has been present for many years with its flavoured powder drinks brand Cola Cao. In 2008, the company rebranded and repositioned its products, a move accompanied by a targeted communication and marketing strategy. In order to cope with the adverse economic conditions that currently prevail in Portugal, Nutrexpa launched a new product in 2012, and may continue to do so using its Spanish mother...

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