

Nutrexpa SL in Hot Drinks (Spain)

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Abstracts

Nutrexpa is the owner of one of the most important brands within other hot drinks, Cola Cao chocolate-based flavoured powder drink. Nutrexpa is the key player mostly due to the strong position of Cola Cao amongst Spanish consumers, and also because of its wide distribution network. As most of the consumers of this product are children, the brand has made strong marketing campaigns in which children are the protagonists.

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