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Osem Food Industries Ltd in Hot Drinks (Israel)

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Abstracts

Osem Food Industries Ltd saw its retail value share decline over the review period, and it is focused on maintaining and increasing its share in the categories it operates in. Osem is attempting to regain share by focusing on innovation and quality; for example, during 2016 it launched Barista Nescafé Taster's Choice, which is a premium product from the well-known brand Taster's Choice.

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