

Pastor SA in Hot Drinks (Morocco)

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Date: February 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P8431B4AE2EEN

Abstracts

The company's strategic direction is to remain present in the Moroccan hot drinks market, mainly in chocolate hot drinks, targeting children using attractive packaging which features some of the most popular anime characters.

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Product coverage: Coffee, Other Hot Drinks, Tea.

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