

Peter Larsen Kaffe A/S in Hot Drinks (Denmark)

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Abstracts

Peter Larsen Kaffe will continue to focus on premium coffee with fair trade and organic certification. The consistency of its products is one area of focus for the company as it wants to improve consumer loyalty by guaranteeing the very same experience each time consumers drink its coffee. Following the initial success in RTD coffee this will remain an area of focus, aimed at supplementing and driving consumers to its coffee brands.

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