

Plantações Chá Gorreana Lda in Hot Drinks (Portugal)

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Abstracts

During 2013 and 2014, Gorreana's most important client was Jero'nimo Martins SGPS, and particularly the Pingo Doce supermarket chain; thus the principal short term objective is to gain private label business from other chained supermarkets and hypermarkets. Tourism is also expected to be emphasised. In order to highlight the Gorreana name as the first European tea production facility, the company is expected to invest in marketing, with the aim of attracting more foreign tourists to visit the...

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