

Pompadour Té Srl in Hot Drinks (Italy)

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Abstracts

Pompadour Té Srl is anticipated to stay focused on targeting health-conscious consumers in Italy, mainly the female segment, and support an image of health and well-being. In line with its 2012 strategy, it is likely to continue to invest in the dynamic fruit/herbal tea category, as well as black tea, launching products at the premium end of the market.

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