

# Promotora Chilena de Café de Colombia SA in Hot Drinks (Chile)

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## Abstracts

Procafecol successfully introduced the Juan Valdez brand to Chile and supported it by opening coffee shops positioned as alternatives to Starbucks. Juan Valdez also improved its retail position. This is consistent with the company's focus on both the on-trade channel, through its own coffee shops, and the off-trade channel. Procafecol Chile plans to expand the off-trade coverage of its own stores, particularly in Santiago.

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