

Sara Lee Cafés do Brasil Ltda in Hot Drinks (Brazil)

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Abstracts

The second-biggest player in coffee in Brazil is investing in the expansion of its business throughout the country, especially its Pilão brand, as well as investing in value-added products to further consolidate its presence in the Southeast and other regions. It has been investing in campaigns and updating its visual identity to achieve this goal, and promoting its brands in events involving the tasting of its espresso. Pilão Senseo and Café do Ponto L'Or Espresso are in the spotlight of this...

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