

Sara Lee Southern Europe SL in Hot Drinks (Spain)

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Abstracts

Sara Lee Southern Europe is strongly committed to strengthening its position within coffee in Spain. In 2011, the company openly defied the dominance of Nespresso in the fresh ground coffee pods category. Even though it already had Senseo, its pod system manufactured in partnership with Phillips, in May of 2011, the American multinational launched Marcilla L'Arôme Express, a line of fresh ground coffee pods compatible with the Nespresso machine.

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