

Segafredo Zanetti SpA in Hot Drinks (Italy)

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Abstracts

Segafredo Zanetti's main strategy in Italy is expected to be centred on communication and social marketing in order to keep consumers engaged and interested in coffee culture. Sponsorship will also help the company to build brand awareness and strengthen brand loyalty in both the on-trade and off-trade in Italy. However, the company is currently much more focused on expanding internationally, as the domestic market is not as profitable, through opening its own Segafredo Zanetti Espresso shops...

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