

## Strauss Adriatic doo in Hot Drinks (Serbia)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SC5F8F41B92EN

### Abstracts

Strauss Adriatic aims to become the leading player in coffee in Serbia. To achieve this goal, over the forecast period the company will continue to focus on offering good quality products at reasonable prices, while also expanding its distribution network. In 2016 it was the second ranked player in coffee in retail volume and value sales terms, and it will not be easy for it to claim the leading position in the category from Grand Prom. Nonetheless, Strauss Adriatic will attempt to do so by laun...

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