

# Strauss Group Ltd in Hot Drinks (Israel)

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## Abstracts

At local level, Strauss intends to improve its competitive position through innovation in its production processes and by developing added-value products. At global level, Strauss set to focus on developing, manufacturing and marketing its coffee in Israel as well as Brazil and various countries in Central and Eastern Europe, including Russia. The company has identified three options for expansion into three main categories:

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