

# Suomen Elintarviketuonti Oy Nordqvist in Hot Drinks (Finland)

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## Abstracts

Suomen Elintarviketuonti Oy Nordqvist's strategy over the forecast period is to be the innovator in the Finnish tea category. The company aims to reach out to new consumer groups, such as the younger generation, with appealing packaging and marketing campaigns.

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