

# Super Group Ltd in Hot Drinks (Singapore)

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## Abstracts

Despite the stiff competition, Super Group is expected to strengthen its brand presence through constant product innovation as well as manage its cost of investment. In November 2015, the company launched Essenso Microground Coffee, which provides consumers with the taste of freshly-roasted ground coffee and the convenience of instant soluble coffee. Furthermore, OWL International Pte Ltd celebrated its 60th anniversary in 2016 by launching its Everyday Favourites range using freeze-dried coffee...

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