

# Tastyfood Industries (S) Pte Ltd in Hot Drinks (Singapore)

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## Abstracts

Tastyfood Industries (S) Pte Ltd aims to strengthen its position in hot drinks in Singapore through aggressive price promotions and marketing efforts, and plans to expand its distribution network to include traditional grocery retail outlets. While this highlights the company's efforts to increase its brand presence, continual product innovation and widening its brand portfolio remain critical for the company to maintain its competitiveness in already-mature tea and other hot drinks.

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