

# Tchibo Frisch-Röst-Kaffee GmbH in Hot Drinks (Germany)

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## Abstracts

Tchibo will continue to focus on its coffee business combined with its so-called theme weeks in order to attract new and loyal customers to its stores. The concept of offering various products every week around a particular theme (e.g. kitchen, garden, bathroom, etc.) has proved successful in the past in attracting its core target group of middle-aged and older females, and therefore it will likely be carried forward and further improved over the forecast period. Tchibo is also likely to invest...

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