

Tchibo GmbH in Consumer Foodservice (Germany)

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Abstracts

Tchibo is active in a variety of business areas but within consumer foodservice will continue to focus on the quality of its products, especially coffee. This focus is, at least within the company, seen as an important advantage compared to most of its competitors. Investments into sustainability throughout the company's whole supply chain will also continue to attract many consumers, with Germans typically being strongly focused on environmental issues. The company will also continue to seek...

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