

Tostaduría Café León SA in Hot Drinks (Guatemala)

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Abstracts

Tostaduría Café León is an important fresh coffee roaster in Guatemala, with the company selling premium coffee varieties in retail and foodservice outlets and owning three coffee shops in Guatemala City. Café León has differentiated itself by offering coffee beans that are freshly grounded in supermarkets and it is expected that the company will continue to expand its coffee supply chain and its offering of fresh coffee beans via sales representatives in supermarkets.

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