

UCC Ueshima Coffee Co Ltd in Hot Drinks (Japan)

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Abstracts

UCC Ueshima Coffee Co Ltd positions itself as a long-established coffee company in Japan, and will continue striving to improve the quality of its coffee over the forecast period. The company will endeavour to position its coffee as offering more than a drink by portraying its products as offering an emotionally-engaging and comforting experience. It will also continue to broaden its operating scope while remaining focused on coffee as well as increasing its consumer foodservice operations and i...

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