

Universal Robina Corp in Hot Drinks (Philippines)

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Abstracts

Universal Robina's performance in hot drinks will continue to be driven by its brand Great Taste White coffee variant. It is expected that the company will continue to sustain the popularity of the brand through the support of advertising. However, the company's success is dependent on this one brand, the company is therefore threatened by new launches from Nescaf? and Kopiko over the forecast period. Great Taste White will continue to bank on its unique creamy and sweet flavour profile and...

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