

Urtekram A/S in Hot Drinks (Denmark)

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Abstracts

Urtekram focuses on offering organic and ethically positioned products in packaged food and non-alcoholic drinks. The company is strongly positioned as an ethically and socially responsible company, which it believes supports its appeal to Danish consumers, who consume large volumes of organic products and will drive its future development. Its products in hot drinks are only a small part of its total product range.

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