

# Valcorp Fine Foods Pty Ltd in Hot Drinks (Australia)

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## Abstracts

Valcorp Fine Foods is the distributor of Lavazza coffee in Australia and New Zealand. The company aims to drive sales of the Lavazza coffee brand through increased visibility and a wider range of consumption occasions, namely through the promotion of Lavazza's recent developments in the fresh coffee pod category, the A Modo Mio coffee machine system. The company also imports and distributes canned tomatoes, microwavable soup, drinking chocolate, tuna and the Aja brand of tea.

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