

Velta Plus EU sro in Hot Drinks (Czech Republic)

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Abstracts

Velta Plus EU had relatively weak distribution scope towards the end of the review period. As such, it is likely that the company will concentrate on covering more distribution channels, both the off- and on-trade, going forward. Although the company believes it has most potential in the on-trade with its premium products, it also plans to focus on gaining more value share within tea retail. This will include strategies, such as online communication with Czech consumers through social websites,...

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