

# Vinacafe Bien Hoa JSC in Hot Drinks (Vietnam)

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## Abstracts

In the wake of the recent “caffeine scandal”, over the forecast period Vinacafe will focus on redeeming its brand image. In particular, it is expected that the company will invest in promotional activities to highlight that its products are now officially certified by state authorities as being made from pure coffee beans. However, recent changes in ingredients have dramatically altered the taste of its products, hence the company will also have to invest heavily in the development of new formul...

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