

Wander AG in Hot Drinks (Switzerland)

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Abstracts

Wander is best known for its popular malt-based hot drinks brand Ovomaltine, which enjoys almost universal recognition in Switzerland. The company has gradually diversified into tea and in 2015 focused on promoting its Twinings brand in Switzerland. The company's strategic approach is to try to benefit from the growing potential of speciality teas via a focus on marketing activities.

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