

Wissotzky Tea (Israel) Ltd in Hot Drinks (Israel)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: WAE8E615D23EN

Abstracts

Wissotzky Tea (Israel) Ltd is expected to continue to dominate tea as its brand is a household name with wide distribution. Wissotzky Tea is expected to continue to promote the green tea category through marketing campaigns, in which it emphasises the health aspects of green tea consumption. Thus, it is attempting to increase the frequency of green tea drinking. Moreover, Wissotzky Tea is expected to launch new flavours to the existing variety of products.

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