

Yildiz Holding AS in Hot Drinks (Turkey)

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Abstracts

Yildiz Holding is the strongest branded packaged food manufacturer in Turkey and one of the leading companies in hot drinks and soft drinks. The company aims to preserve its position through expanding its portfolio of differentiated products under all categories in which it is present in. For example, it was the first company to launch cafe latte in an instant coffee mixes format in 2011.

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Contents

Strategic Direction

Key Facts

Summary 1 Yildiz Holding AS: Key Facts

Competitive Positioning

Summary 2 Yildiz Holding AS: Competitive Position 2016

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