

3663 in Packaged Food (United Kingdom)

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Abstracts

In the face of a tough economic environment, 3663 is expected to continue to focus on its sustainability and health credentials to differentiate it from the competition. Beyond packaged food, the company has also increased its range of non-food products to become a one-stop shop for foodservice, corporate and institutional customers, to the extent that 3663 First for Foodservice has been rebranded 3663 Wholesale. Under the 3663 umbrella, the company has added fresh food products (Swithenbank...

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