

Ad van Geloven BV in Packaged Food (Netherlands)

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Abstracts

Ad van Geloven will try to expand its position in frozen food in general, and the categories within frozen processed food which it dominates in particular. This means that it wants to expand its share in frozen processed red meat and frozen processed poultry in particular. Besides improving on its current strong position, Ad van Geloven will also expand its product range over the forecast period in order to meet the current health and wellness trend. Ad van Geloven sees the need to develop...

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