

Ajinomoto Interamericana Indústria e Comércio Ltda in Packaged Food (Brazil)

<https://marketpublishers.com/r/A47B8A2D075EN.html>

Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A47B8A2D075EN

Abstracts

Retail and foodservice in packaged food account for significant sales of Ajinomoto in Brazil of 35%. The company continues to rely on the tradition of the Ajinomoto brand among consumers with monosodium glutamate and Hondashi. The company expects to extend its portfolio to introduce other categories within sauces, dressings and condiments both in retail and foodservice under Ajinomoto. Its latest investment was to promote Ajinomoto with shoyu sauce.

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