

Alimentos Kellogg SA in Health and Wellness (Venezuela)

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Abstracts

Alimentos Kellogg SA will continue to focus on maintaining the availability of leading brands in breakfast cereals whilst leaving aside the manufacture and importation of snack bars, which have been showing a sharp drop as a result of limited access to foreign currency. The company will continue to reinforce and communicate the fact that all of its brands are fortified with vitamins and minerals, leveraging on targeting its products towards family consumption.

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