

# Apetit Oyj in Packaged Food (Finland)

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## Abstracts

Apetit Oyj is among the leaders in frozen processed fruit and vegetables, frozen ready meals and frozen pizza in Finland. Its strategy is concentrated on delivering “quality from field to table”, as its slogan states. The company also emphasises its domestic origin and in 2014 it launched a new portfolio, Apetit Kotimainen (Kotimainen meaning domestic), which continued to perform well in 2017. In accordance with its “wellbeing from vegetables” policy, set by the company in 2016, for 2018 Apetit...

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