

Arla Foods BV in Packaged Food (Netherlands)

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Abstracts

Arla is committed to reinforcing its growing position in the Dutch market in the coming years. The manufacturer is prepared to invest further in expanding its product range in dairy by introducing more formulae which address the current growth in demand for natural ingredients and products for food intolerances. Arla will introduce healthier options which focus on providing variety in flavours and a better taste, with the objective of positioning the brand as a synonym for organic and natural pr...

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