

# Arnott's Biscuits Ltd in Packaged Food (Australia)

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## Abstracts

Arnott's Biscuits is the owner of an extensive range of biscuits brands, most of which have barely changed in decades. In order to revitalise consumer interest, not only in its own brands but also in the biscuits category in general, Arnott's Biscuits is focused on developing premium, gourmet versions of its popular brands, ranging from Arnott's Tim Tam, to its Twisted Faves range of Monte Carlo sandwich biscuits. This strategy has so far led to a revival in the company's fortunes in some...

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