

# Australasian Food Group Pty Ltd in Packaged Food (Australia)

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## Abstracts

Over the review period Australasian Food Group faced pressure from the growth in premium ice cream. As a result, the company is focusing on promoting its premium ice cream brands such as Connoisseur, launching four new flavours in December 2016. Co-branded products have been particularly successful in take-home ice cream, with such products including the company's Peters being combined with Nestlé confectionery brands such as Milo, Fantaes, Smarties and Peppermint Crisp. In late 2016, the compa...

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