

Bidvest 3663 in Packaged Food (United Kingdom)

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Abstracts

Bidvest 3663 is likely to remain committed to improving its health credentials in order to differentiate itself from the competition. The company has rebranded from 3663 to Bidvest 3663 in order to improve its recognisability. The company will look to boost its product portfolio, especially in terms of its chilled and fresh food offerings, which continue to grow in popularity.

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