

Bisca A/S in Packaged Food (Denmark)

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Abstracts

Bisca has traditionally been a well-known manufacturer of packaged biscuits, cakes, pastries, and bread substitutes. However, as demand is becoming more mature and as competition from private label increases, Bisca is looking for new areas to gain and maintain consumer interest. In 2014, the company launched its Karen Volf granola bars and, in doing so, aimed to exploit the growing consumer demand for healthier snacking products. Products launched in 2015 included a breakfast cereal under the...

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