

# Brasserie Bread Co Pty Ltd in Packaged Food (Australia)

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## Abstracts

Brasserie Bread Company Pty Ltd's success has been built on Australian consumers' growing demands for quality baked goods through foodservice. This trend is unlikely to slow over the forecast period, but other means of satisfying the demand for quality baked goods are emerging, most notably the practice of parbaking. As Brasserie Bread expands further over the forecast period, it is likely to come face-to-face with parbaking suppliers who will undercut its prices. Brasserie Breads will need to...

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## Contents

Strategic Direction

Key Facts

Summary 1 Brasserie Bread Company Pty Ltd: Key Facts

Company Background

Production

Competitive Positioning

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