

Braunstone Properties Ltd / Tilda Rice in Packaged Food (United Kingdom)

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Abstracts

Tilda will look to build on the success of its microwaveable pouch range, which has been a star performer in the dried processed food category. This will take the form of further product innovation and ranges to appeal to consumers who are time-poor and who desire convenient products. Although it has experienced considerable success in 2012 and 2013, the challenge provided by rivals remains. Competition with private label and rivals has led to intense promotional activity, and continuing to...

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