

Cadbury Adams Brasil Indústria e Comércio de Produtos Alimentícios Ltda in Consumer Health (Brazil)

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Abstracts

In 2012, Cadbury Adams was integrated into the division of packaged food and juices from Kraft Foods to become Mondelez International. This is part of the strategy to unify synergies between the two companies, and thus build a strong company in packaged food, soft drinks and consumer health. Distribution is the key area on which the new company, Mondelez International, has been focusing to expand to biscuits and other categories, due to the strength of Cadbury Adams in reaching a wide number of...

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