

# Carapelli Firenze SpA in Packaged Food (Italy)

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## Abstracts

Carapelli Firenze's main focus will remain on extra virgin olive oil over the forecast period, the company's main business. Its strategy will be based on increasing its portfolio within premium sub-brands and expanding into health and wellness categories, such as organic food, as Italian consumers are increasingly interested in such products. This strategy is expected to mainly apply to extra virgin olive oil products. However, at the same time, the company is likely to survive the increasing...

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