

Cial Alimentos SA in Packaged Food (Chile)

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Abstracts

The company has worked to develop products that are higher in quality and healthier, and which also offer convenience. One such launch was the new San Jorge's Vida line in chicken hot dogs and turkey ham, with a healthy positioning. Another innovation was an extra-large hamburger. Consumers are increasingly interested in innovative products, so if the company can maintain the pace of new product development it stands to gain share.

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