

# 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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## Contents

Strategic Direction

Key Facts

Summary 1 Cial Alimentos SA: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Cial Alimentos SA: Competitive Position 2014

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