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Cooperativa Agrícola y Lechera de la Union Ltda in Health and Wellness (Chile)

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Abstracts

Cooperativa Agrícola y Lechera de La Unión Ltda (Colun) continues to innovate with the goal of gaining value share within health and wellness. In 2012, the company launched its digestive yoghurt called Vilib Digestion to compete directly with Activia from Soprole and Danone's Activia. The company also introduced the first line of yoghurts sweetened with stevia into the market. During the last months of 2012, the company also announced its expansion with the creation of a new plant in La Unión...

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