

# Corporación Alimentaria Peñasanta SA (CAPSA) in Packaged Food (Spain)

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Date: November 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: CF20F4E740BEN

## Abstracts

Corporación Alimentaria Peñasanta (CAPSA) aims to reinforce its position as a domestic branded leader of the dairy category in Spain through the development of higher added-value references and formats, constant efforts to guarantee the sustainability of the Spanish dairy market in a difficult context for farmers, and communication and advertising campaigns which reflect its core values and its drive for quality.

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