

# Cristim 2 Prodcom SRL in Packaged Food (Romania)

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## Abstracts

Cristim 2 Prodcom is one of the leading food producers in Romania. Its excellent position is the result of the performance of its chilled processed meat and chilled ready meals. Manufacturing of dairy products also plays an important role in the company's strategy and shows great promise for the future. Its new "Clean Label" concept is expected to increase consumer confidence in the company's brands. An expansion into the production of wine and investment in its own cellar are expected in the me...

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