

Dairygold Co-op Society Ltd in Health and Wellness (Ireland)

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Date: November 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D1737D2EA9BEN

Abstracts

Dairygold Co-op Society Ltd's presence in health and wellness is thanks to its Be Smoothies brand. Be Smoothies has maintained its value share even in the face of a more general move away from smoothies in the recession thanks to the 'Love Irish' marketing tactic, of which Dairygold is perfectly positioned to benefit from, as an Irish farm owned dairy – and the perception of its ingredients as healthy and reliable. However, Dairygold cannot afford to rest on its laurels in the forecast period...

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