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Dan Cake SA in Packaged Food (Portugal)

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Abstracts

The company's strategy is principally based on constant innovation. At the end of 2008 its logo and packaging were redesigned. The company also changed its motto to "life with flavour". Subsequent to recent consumer trends, the company also reformulated its recipes in order to contain less sugar and fat, but without sacrificing flavour. Dan Cake, as a major player in bakery, devised a more aggressive two-fold marketing strategy to reinforce its share. It will continue to develop new products...

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