

Dobrudzhanski Hlyab AD in Packaged Food (Bulgaria)

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Abstracts

In the light of the bankruptcy of the strongest competitor in bread - Nilana, Dobrudzhanski Hlyab AD is bound to increase its share and take advantage of the demise of its main competitor. Apart from being in a favourable competitive position, Dobrudzhanski Hlyab is also determined to take advantage of the organic growth of packaged/industrial bread. It is expected to launch breads that are either mass market (sliced variants of the popular white bread) or have superior characteristics (bread...

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