

Ella's Kitchen Ltd in Packaged Food (United Kingdom)

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Abstracts

Ella's Kitchen is an organic baby food manufacturer and brand based out of Oxfordshire, England. Founded in 2006 by a father who saw a gap in the market for organic baby food, the company grew quickly to become one of the UK's leading baby food brands and expanded its operations abroad in several markets in the US, Norway, Sweden and further afield. The rapid expansion of the company, even during the economic downturn, attracted the attention of the American food company Hain Celestial, which...

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Contents

Strategic Direction

Key Facts

Summary 1 Ella's Kitchen Ltd: Key Facts

Summary 2 Ella's Kitchen Ltd: Operational Indicators

Company Background

Production

Summary 3 Ella's Kitchen Ltd: Production Statistics 2013

Competitive Positioning

Summary 4 Ella's Kitchen Ltd: Competitive Position 2013

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