

Fonterra Brands (New Young) Pte Ltd in Packaged Food (Taiwan)

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Abstracts

Fonterra Brands (New Young) Pte Ltd plans to promote its products by sponsoring cooking events, seminars or competitions and by sharing the recipes with dairy products and butter. The majority of its sales result from foodservice, so the company will retain these bakeries and restaurants. In addition, the service and product types are key factors for why foodservice will cooperate with Fonterra Brands, because it excels at offering a tailored service.

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