

Food Sense BV in Packaged Food (Netherlands)

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Abstracts

Food Sense BV is further developing its innovative Fred & Ed brand. This brand is driven by two characters, Fred and Ed, which have been designed to appeal to children as well as offering parents added convenience when feeding their children. Food Sense is constantly looking for new ways to expand its product range targeting children as well as expanding its other brand Jamz in order to target an older consumer audience. For both brands, the company is engaged in attempts to further penetrate.

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