

Frisch & Frost Nahrungsmittel GmbH in Packaged Food (Austria)

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Abstracts

Frisch & Frost's future plans are expected to revolve mainly around maintaining and improving its cooperation with many foodservice operators across Austria. In order to achieve this, the company is expected to continue focusing on delivering meal solutions that feature traditional Austrian meals, domestic ingredients, favourable prices and customised formats (in terms of shape, size portioning, packaging, etc.) under its brands Bauernland and Toni Kaiser. In addition, the company is also...

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