

Galbusera SpA in Packaged Food (Italy)

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Abstracts

Galbusera will maintain its focus on health and wellness, with the introduction of new and refreshed product varieties which cater for health-conscious consumers. In fact, the company started this strategy a long time before most consumers started looking for reduced fat and reduced sugar products, and this has been instrumental for Galbusera in terms of remaining a reference amongst manufacturers of biscuits in Italy.

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