

Giuntini SpA in Pet Care (Italy)

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Date: January 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G285905B3E5EN

Abstracts

Giuntini's strategy continues to be focused on product innovation and its private label range. The company is expected to invest in new flavours stressing the naturalness of its traditional flavours and good taste. At the same time, Giuntini will continue to manufacture private label lines for the major Italian retailers, therefore taking advantage of the growing importance of private label in Italy.

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