

# Green Isle Food Group in Packaged Food (Ireland)

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Date: February 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: GDA15ECB54DEN

## Abstracts

Green Isle Food Group has been successful in terms of meeting rising demand for frozen processed food in Ireland's highly competitive packaged food industry, in which both high quality and low prices are pre-requisites for success. The company has achieved strong results in the face of intense competition from private label and the lower-priced products of its major branded competitors. The company continues to meet the needs of consumers by offering a broad range of high quality and...

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