

Groupe Pomona in Packaged Food (France)

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Abstracts

Groupe Pomona aims to maintain its leading position in consumer foodservice in France. In order to achieve this objective, it will keep banking on the expansion of its product portfolio, mainly in the area of frozen processed food. The group will also intensify its sales efforts targeting independent and proximity customers (objective: 35,000 independent customers). Moreover, Pomona will continue expanding both in France and abroad through an external growth strategy. The group has built its...

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