

Grupo Acuario Lomas SA de CV in Pet Care (Mexico)

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Abstracts

Grupo Acuario Lomas, a Mexican company, entered pet food as a distributor of several brands several years ago, but it recently launched Gal Ultimate Nutrition dry dog food in 2010. Thus the company engaged for the first time in the distribution and sale of its own product line. Gal Ultimate Nutrition is positioned in the premium segment and distributed mainly through pet shops and veterinary clinics.

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