

## Grupo Nutrexpa in Packaged Food (Spain)

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Date: February 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: G81ABF08D64EN

### Abstracts

Grupo Nutrexpa continues its expansion plans in new categories within Spanish packaged food. After the purchase of Cuétara cookies division from former Grupo SOS in 2009, the major move of the company was the acquisition of Artiach, another key company within cookies. With this purchase, Nutrexpa positioned itself as the second most important player in cookies. The key brands of Artiach include Chiquilín, Filipinos, Princesa and Dinosaurus. Nutrexpa is focusing on new product development...

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