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I Lan Foods Industry Co Ltd in Packaged Food (Taiwan)

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Abstracts

I Lan Foods Industry Co Ltd plans to further enhance the texture and quality of the products offered under its Want Want brand in order to meet the changing preference of Taiwanese consumers. It also aims to increase the amount of shelf space given over to its products and in-store promotions within modern grocery retailers outlets so as to further increase and strengthen awareness of the Want Want brand.

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