

Josef Recheis GmbH in Packaged Food (Austria)

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Abstracts

Josef Recheis is anticipated to continue to focus on new product launches over the forecast period in order to attract more consumers and to obtain the leading position in pasta in Austria. In order to achieve this, the company is set to exploit its Austrian roots (perceived as Austrians' favourite pasta brand), as well as continue to focus on healthy ingredients and offer pasta which is suitable not only for mainstream consumers, but also for people who suffer from various types of food...

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