

# Kallimanis G SA in Packaged Food (Greece)

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## **Abstracts**

Kallimanis G SA plans to continue to invest in the marketing of frozen seafood products through an ongoing campaign to highlight the benefits of frozen food. Constant new product and packaging developments together with in-store product offers will also be employed to maintain its leading position in frozen processed seafood.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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