

# Karl Fazer Oy Ab in Packaged Food (Finland)

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Date: November 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: K350CC072F3EN

## Abstracts

In terms of its packaged food operations, Karl Fazer's future strategy is set to focus on defending and strengthening its leadership in confectionery and baked goods through its subsidiaries Fazer Makeiset Oy and Fazer Leipomot Oy. This is to be achieved through the company's development of its well-known and respected brands, as well as the constant development of new products, in terms of both extensions of existing brands and the launch of entirely new brands. The company's focus is set to fa...

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