

Koninklijke Wessanen NV in Packaged Food (Netherlands)

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Abstracts

Koninklijke Wessanen NV is a Netherlands-based company with a somewhat troubled past. The company started 250 years ago in 1765 as a wholesaler of seeds and since then has been involved in many activities revolving around animal feed and meat. Wessanen changed its strategy during the 1970s and has since focused solely on consumer goods. In order to do so, the company acquired more than twenty other companies worldwide. After selling its shares in the American Beverage Corporation during 2015,...

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