

# Kröswang GmbH in Packaged Food (Austria)

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## Abstracts

The main strategy of Kröswang GmbH is to continue to directly distribute fresh and frozen food products to foodservice establishments, unlike its competitors which offer their products through cash-and-carry operators. In 2010, the company was able to see a 15% increase in sales by using this strategy. Thus, it is expected to follow the same guidelines in the future in order to further strengthen its position in foodservice supply in Austria.

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