

Leche Pascual SA in Packaged Food (Spain)

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Abstracts

Grupo Leche Pascual SA has a strategic plan called Horizon 2015 which it plans to use to give priority to the development of categories with good prospects, with the aim of maintaining a key positioning within the Spanish dairy market, while continuing its international expansion. With this objective, the company opened an 11,000 sq m warehouse in Aranda de Duero, called the Horizon Room. During 2013, the company also continued its commitment to fortified milk, evidenced by the improvement of...

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