

Les Conserves de Meknès Aicha SA in Packaged Food (Morocco)

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Abstracts

Having established a leading position in the packaged food categories of jams and preserves and tomato pastes and purées, Les Conserves de Meknès Aicha SA will seek to consolidate its position by further investing in new product developments, such as focusing on health issues in order to keep abreast of the growing health and wellness trends. Diversification will also be a key strategy for the company as it plans to enlarge its product portfolio of canned/preserved food to include a wider...

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