

# Mãe Terra Produtos Naturais Ltda in Health and Wellness (Brazil)

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## Abstracts

Mãe Terra Produtos Naturais continues to focus on expanding its portfolio, including the offer of products signed by famous Brazilian Chef Bela Gil and brands in new segments such as cereal bars. At the same time, the company is also working on distribution and shifting away from supermarkets and hypermarkets towards other channels, such as catering and food service. Mãe Terra knows its customers well and its new product launches focus on targeting fast-growing segments, thus helping to increase...

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