

# Maxi Zoo Italia SpA in Pet Care (Italy)

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## Abstracts

During 2013, Maxi Zoo has been aggressively pursuing store expansion so as to gain more presence in the Italian territory. For the time being, the company enjoys a stronger presence in Northern Italy, while Central Italy and the South are still behind in terms of brand visibility. During 2013, Maxi Zoo launched an own product line called Linea Premiere, which includes both food and non-food products for dogs and cats, completely focused on quality and lack of artificial colorants and...

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