

Metro Inc in Retailing (Canada)

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Abstracts

Tapping into the tendency towards healthier nutrition witnessed in retailing in Canada, Metro is focusing its merchandising efforts on expanding the selection of products positioned as healthier in its branded as well as private label portfolios, such as its Irresistibles Life Smart private label line, and expanding its selection of fresh fruit and vegetables. The company is rapidly expanding its Marche Adonis chain, which specialises in stocking ethnic foods of all varieties, with seven new out...

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