

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

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Date: April 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M300BEA061DEN

Abstracts

Mãe Terra Produtos Naturais Ltda is likely to continue focusing on the expansion of its portfolio by the inclusion of ready-to-eat products targeting those consumers who have good purchasing power and little time to prepare everyday meals. At the same time, this works on further distribution moving away from supermarkets and into restaurants, bakeries, institutional sales like schools and airline catering. Mãe Terra knows its customers well and its new product launches are well targeted and in...

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