

Mitsubishi Shokuhin Co Ltd in Packaged Food (Japan)

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Abstracts

Mitsubishi Shokuhin has ambitions to move beyond being a simple intermediary to becoming an innovator, with the company likely to shift further into distribution and also expanding the range of brands it directly represents. The company aims to increasingly shape future consumer trends in packaged food and fast-moving consumer goods in general. In 2018, the company will focus on optimising its portfolio in partnership with manufacturers. It will also create the Delicatessen Business Division, Fo...

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