

Mr Chips Holdings Ltd in Packaged Food (New Zealand)

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Abstracts

Mr Chips Holdings Ltd is focused on supplying foodservice potato products throughout New Zealand and to Australia and the Pacific. Customisation for large-scale customers is expected to increase, due to the direction of the parent company through Simplot Australia Pty Ltd. Its strategy will be focused on innovative products, increasing profits for customers and on reducing waste within the company.

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