

Musgrave Ltd in Packaged Food (Ireland)

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Abstracts

During the forecast period, Musgrave Ltd is expected to continue focusing on the development of its key retail brands, notably SuperValu in supermarkets and Centra in convenience stores. This process is also set to include the rebranding and amalgamation of its Superquinn outlets under the SuperValu fascia beginning February 2014. The company continues to broaden its range of private label products as well as offering numerous products at competitive prices and engaging in attractive price...

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