

Nestlé Italiana SpA in Packaged Food (Italy)

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Date: December 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: N0CE3D84BABEN

Abstracts

Nestlé Italiana SpA will continue to focus on the growth of Buitoni in cooking ingredients and meals and staple foods, and Perugina in confectionery, thanks to significant investment in its factories at Benevento and Perugia. The two plants increased production to become global hubs to produce frozen pizza and Baci chocolates, respectively. The company's reorganisation was a hard pill to swallow for local workers initially, but sales results paid off.

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