

Nutrisa SA de CV in Health and Wellness (Mexico)

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Abstracts

Nutrisa is a domestic company that sells mostly frozen yoghurt ice cream (which makes up to 50% of total sales) and a large line of health and nutrition products, some manufactured by them and by other producers. Nutrisa has created an important membership program named Gente Saludable (“Healthy People”) loyalty programme which offers frequent consumers access to a range of health-related product discounts, along with offering information on health trends and the company’s products. Nutrisa...

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