

Pain D'or Prod Rom SRL in Packaged Food (Romania)

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Abstracts

The company was founded in 1993 and its main activity is the distribution of baked goods. Nowadays it is the leader in the distribution of flat bread with a nationwide coverage with contracts with large retail chains such as Carrefour, Selgros, Metro, Cora, General Nic, Mega Image and La Fourmi. In the future the company plans to extend its coverage and to diversify its portfolio in order to cope with the demands of retailers and consumers.

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Product coverage: Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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leading brands;

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