

PAZ Oil Co Ltd in Consumer Foodservice (Israel)

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Abstracts

Yellow is expected to continue its successful penetration into the coffee market through on-the-go coffee, and coffee machines. The parent company will convert more of its existing outlets to consumer foodservice outlets that specialise in coffee. Another future growth engine is Yellow's private label which is constantly expanding into existing on-the-go product categories. In that sense, Yellow's private label is different from other grocery retailers' private label ranges.

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Contents

Strategic Direction

Key Facts

Summary 1 Paz Oil Co Ltd: Key Facts

Summary 2 Paz Oil Co Ltd : Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 Paz Oil Co Ltd: Competitive Position 2012

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