

Peijnenburg BV, Koninklijke in Packaged Food (Netherlands)

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Abstracts

Koninklijke Peijnenburg BV is a Netherlands-based company which has a strong reputation for passion, craftsmanship and high-quality products. The company has existed for over 130 years and is best known for its famous Dutch cake called ontbijtkoek (breakfast cake). Peijnenburg's Ontbijtkoek is a very well-known and cherished brand throughout the Netherlands. Although the company is best known for this traditional Dutch cake, Peijnenburg is heavily involved in new product development in order to...

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