

Penam as in Packaged Food (Czech Republic)

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Date: November 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PEEDB59FCA1EN

Abstracts

Penam continued to rank second within baked goods in the Czech Republic in 2017, and aims to keep this strong position. The company plans to focus on improvement of its promotional activities, strengthening the good image of its Penam brand and on the introduction of wellness variants to meet rising demand for naturally healthy and gluten-free baked goods among the locals. Wellness variants of Penam were successful over 2016-2017 and the company believes that novel wellness variants will help it...

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