

Pinar Süt Mamülleri San ve Tic AS in Health and Wellness (Turkey)

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Abstracts

Pinar Süt Mamülleri Sanayi ve Ticaret AS aims to preserve its position as the leading company producing health and wellness products under dairy products. To this end, the company launched the first ever organic spoonable yoghurt and reduced fat drinking milk products in 2011 and the first ever reduced fat organic spoonable yoghurt in 2012. Pinar Süt is a very established company and has been active in developing new products and advertising. This means that the company will manage to retain...

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