

# Pioneer Food Group Ltd in Health and Wellness (South Africa)

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Date: October 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PF01DECAE2FEN

## Abstracts

Pioneer Food Group Ltd aims to improve its shares in packaged food and to diversify into value-added products through brand extension and differentiation. The company has made it known that it plans to do this through the acquisition of brands that will complement its current businesses in order to increase critical mass.

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