

Pragosoja sro in Health and Wellness (Czech Republic)

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Abstracts

Pragosoja has a great potential to gain more value share within breakfast cereals (standard varieties, fortified/functional and naturally healthy) and NH high-fibre biscuits. Czech consumers showed more loyalty to local companies in 2012 and as a domestic company Pragosoja will benefit from it. Besides, the company offers quality products for a good price and it will continue to introduce new products in new interesting flavours and with new wellness ingredients. The company also aims to be as...

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