

# Premier Foods (Pty) Ltd in Packaged Food (South Africa)

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## Abstracts

Premier Foods is focused on expanding its presence within the South African FMCG (Fast Moving Consumer Goods) environment. Whilst the company traditionally has its roots in milling and baking, its recent brand acquisitions are in line with this expansion strategy. In 2013 the company acquired several businesses including Star and Mister Bread in the Eastern Cape and the Manhattan confectionery portfolio from Kraft Foods South Africa.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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