

Q-Meieriene AS in Packaged Food (Norway)

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Abstracts

Q-Meieriene is expected to continue its innovative role in the Norwegian dairy category, with new and practical product designs, as well as the launch of more products under its profitable Skyr brand. The CEO of the company interacts with consumers through a monthly Facebook session to create more consumer-driven innovations. Many consumers are asking for lactose- and milk-free products, which might be a strategic target for Q-Meieriene in the future. The interaction with consumers through socia...

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