

Regal Cream Products Pty Ltd in Packaged Food (Australia)

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Abstracts

As may be deduced by its name, the fortunes of Regal Cream Products Pty Ltd are based on its reputation in cream and cream-related categories. Regal Cream's Bulla brand has such a strong reputation in cream that it is able to expand into premium segments of categories, such as ice cream, where it uses its expertise in new product development to add value. This is particularly the case now that it has an innovation centre as part of its Colac production facilities.

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