

Reitzel Suisse SA in Packaged Food (Switzerland)

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Abstracts

Reitzel Suisse SA is a producer of private label products in Switzerland. Ever since the beginning of private label for packaged food in Switzerland, Reitzel has been a key player in the segment of pickled products, focusing on gherkins and pickled cucumbers. The company's strategy is to focus on the Swiss packaged food market and further strengthen its position in this market on the one hand, and further increase its export business, particularly in neighbouring countries, on the other hand.

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