

Rinti SA in Pet Care (Peru)

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Abstracts

Peru's leading local pet food company, Rinti SA, is planning to expand its production, although the company is already operating at almost full capacity. Furthermore, Rinti SA is expected to add new sub-brands to its portfolio in order to incorporate added-value ingredients in a bid to target consumers that want to provide better nutrition to their cats and dogs. Rinti's success has been built on its extensive distribution network, which ensures that customers can find its products in traditiona...

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