

Sütas AS in Packaged Food (Turkey)

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Abstracts

Sütas was the top branded companies within dairy products in 2017 and was determined to preserve its position through investing in the distribution of its products and developing new and differentiated products. To this end, the company launched Sütas KutuSüzme Peyniri in 2016, a soft cheese product in 25g plastic packages, also sold in multipacks of four, to be consumed when on the go. The company also launched Kremsimit in 2016, a 30g processed spreadable cheese product with three pieces of si...

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