

Sigma Alimentos Lacteos SA de CV in Packaged Food (Mexico)

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Abstracts

Sigma Alimentos plans to sustain the multibrand strategy that allows it to offer a wide variety of products, ranging from inexpensive staples and economy brands to premium brands featuring the finest quality gourmet food. This strategy enables the company to cater to the demands of all Mexican consumers, irrespective of their food budgets.

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