

Smiths Food Group BV in Packaged Food (Netherlands)

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Abstracts

Smiths Food Group BV focuses primarily on the development of its brands within sweet and savoury snacks and sauces, dressings and condiments. After the company became part of PepsiCo Inc in 2001, multiple Smiths brands were renamed under the Lay's brand. Thereafter, the Smiths brand focused on more specialist premium products in sweet and savoury snacks, such as Hamka's, Wokkels and Nibb-it, while Lay's became the brand name for more ordinary potato crisps. It is most likely that Smiths will...

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