

Sodebo SA in Packaged Food (France)

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Abstracts

Sodebo is expected to remain ahead of its contenders in the growingly dynamic segment of chilled pizzas, chilled ready meals and prepared salads in France. It is likely to bank on several paths to growth that already proved fruitful during the review period. First, the company will continue to vertically integrate a growing number of activities from the supply chain to its production machines, its original and premium packaging and merchandising tests and even some aspects of its distribution. F...

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