

Stabburet AS in Packaged Food (Norway)

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Abstracts

The competitive landscape is getting even tougher for packaged food producers in Norway. The future direction of Stabburet AS reflects the strategic focus of Orkla Group to strengthen its position through building brands to achieve growth. The merger, sale and acquisition of other companies is an integral part of this strategy. In October 2013 Stabburet AS and Rieber & Søn AS officially integrated their operations to become part of Orkla Food Norge. The company is likely to focus on developing...

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