

Stegeman BV in Packaged Food (Netherlands)

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Abstracts

Stegeman is looking to incorporate more value-added product extensions in order to further consolidate its already strong position in the Netherlands and reduce the pressure from increased competition from private label products. The company plans to show that Stegeman products are best shared as this enhances the experience, and will also improve its product information as research has shown that this increases both consumption and loyalty. Stegeman has an established presence and knowledge of...

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