

TH Food Chain JSC in Health and Wellness (Vietnam)

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Abstracts

TH Food Chain JSC maintains a diverse portfolio of health and wellness dairy products that it claims are produced using “clean and pure” fresh milk. Packaging and promotional activities are geared towards clearly communicating the potential health benefits of products to consumers, and emphasising the company’s use of high quality ingredients from reliable sources. This strategy enables the company to tap into the general trend of rising health awareness in Vietnam, while also addressing growing...

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