

Tnuva Food Industries Ltd in Health and Wellness (Israel)

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Abstracts

Tnuva Food Industries continues to focus on innovation and the expansion of its product lines, whilst maintaining its strength in its existing key products, supported by marketing efforts. For example, during the review period the company expanded its Diet Yoplait series and launched large packaging in frozen processed food. In addition, the company will adapt its products to the health and wellness trend by manufacturing or importing more nutritious food.

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