

Unilever Foodsolutions (Brazil) in Packaged Food (Brazil)

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Date: March 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U039F265F12EN

Abstracts

In order to increase its sales, Unilever Food Solutions has traditionally based its offer on affordable, time- and money-efficient products, but recently the company launched free consultancy services to better cater to its clients' needs. In July 2012 a new division dedicated to launching products and solutions in line with the needs and expectations of hotels was opened in order to best profit from the upcoming mega events, the 2014 World Cup and 2016 Olympics.

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