

Valio St Petersburg ZAO in Packaged Food (Russia)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: V3AEF6ECFE9EN

Abstracts

Valio St Petersburg aims to continue growing its sales in the Russian market, with a focus on developing two key areas. The company will continue building relations with Russian customers, supporting its image as a company that takes care of consumers' health, environment and society. The company aims to continue to be a leader in the butter and cheese categories, and has ambitions to significantly increase its share in yoghurt. The main challenge will be the high prices of the company's...

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