

Van Sillevoldt BV in Packaged Food (Netherlands)

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Abstracts

Previously, Van Sillevoldt wanted to offer a more varied range of products than its direct competitors. The company has now decided to reduce its range of herbs and spices in order to increase average product rotation and make the category easier to understand for consumers. This strategy has improved the performance of the category in other countries and the company expects similar results in the Netherlands.

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