

Vigros doo in Packaged Food (Slovenia)

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Abstracts

Vigros is a middle-sized distributor of foreign packaged food brands. Having previously focused solely on ice cream, the company has more recently expanded its product range, supplementing its core brands with additional products. Its dependence on large retailers has influenced its expansion into the supply of packaged food to the consumer foodservice industry, a move which has proven to be quite successful as this is now a key growth area for the company, especially since the supply of...

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