

Westland Kaasexport BV in Packaged Food (Netherlands)

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Abstracts

Westland Kaasexport BV was the largest branded cheese manufacturer in the Netherlands in 2016. The company is behind strong brands, such as Old Amsterdam and Maaslander. Towards the end of the review period, the company developed new products in line with its existing brands. It is expected that Westland Kaasexport will continue to focus on its two leading brands over the forecast period, with new product development and promotions likely to emerge. It is also likely that the company will...

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