

Yoki Alimentos SA in Packaged Food (Brazil)

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Abstracts

After its acquisition by General Mills, Yoki Alimentos diversified its portfolio, introducing new value-added products, such as popcorn with sweet flavours, new dehydrated soups under regional flavours and chips/crisps with hot dog flavour. In addition, the acquisition was strategic for General Mills, which aims to increase its presence in the country, with a wider assortment of products and wider distribution.

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Contents

Strategic Direction

Key Facts

Summary 1 Yoki Alimentos SA: Key Facts

Summary 2 Yoki Alimentos SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Yoki Alimentos SA: Competitive Position 2013

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