

Zweifel Pomy-Chips AG in Packaged Food (Switzerland)

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Abstracts

Zweifel Pomy-Chips AG was the leading player of savoury snacks in Switzerland in 2017. To capitalise on the ongoing health and wellness trend and in response to growing consumer demand for healthier savoury snacks, the company is expected to continue to invest heavily in adapting its recipes and production techniques by introducing wholegrain and reduced fat products.

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