

SGMARKETING
LAB

maRca
by  **BolognaFiere**
PRIVATE LABEL CONFERENCE AND EXHIBITION

4^a EDIZIONE

FRESH



**Quarta
edizione**



**Marca Fresh
by BolognaFiere**

16/17 gennaio 2024 - Padiglione 29

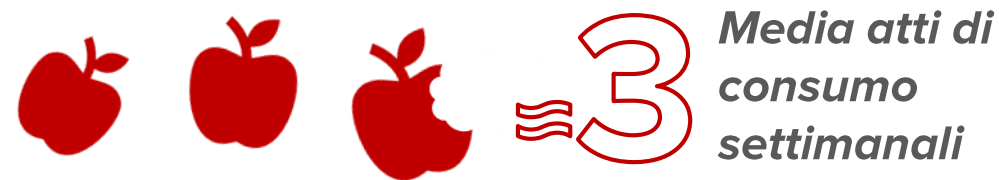
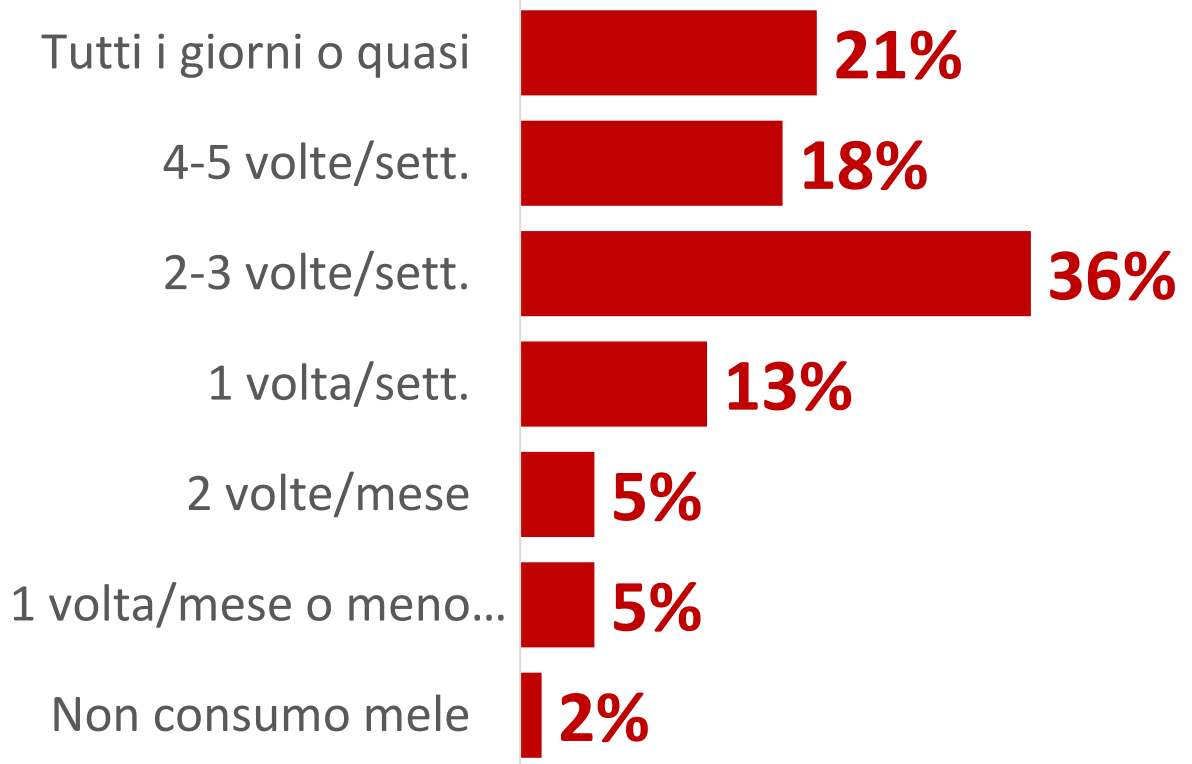


Focus: Categoria mela

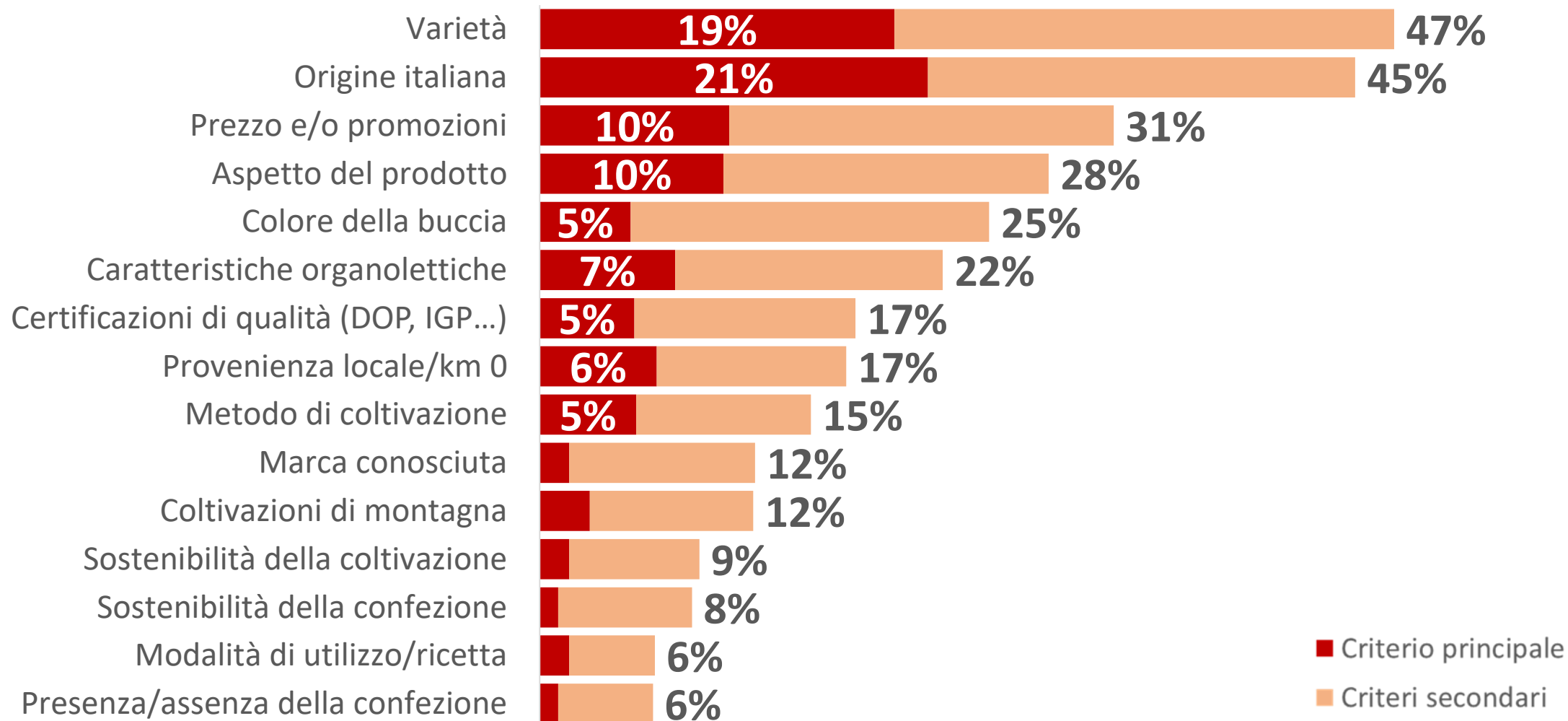
Roberto Rainò
r.raino@sgmarketing.it



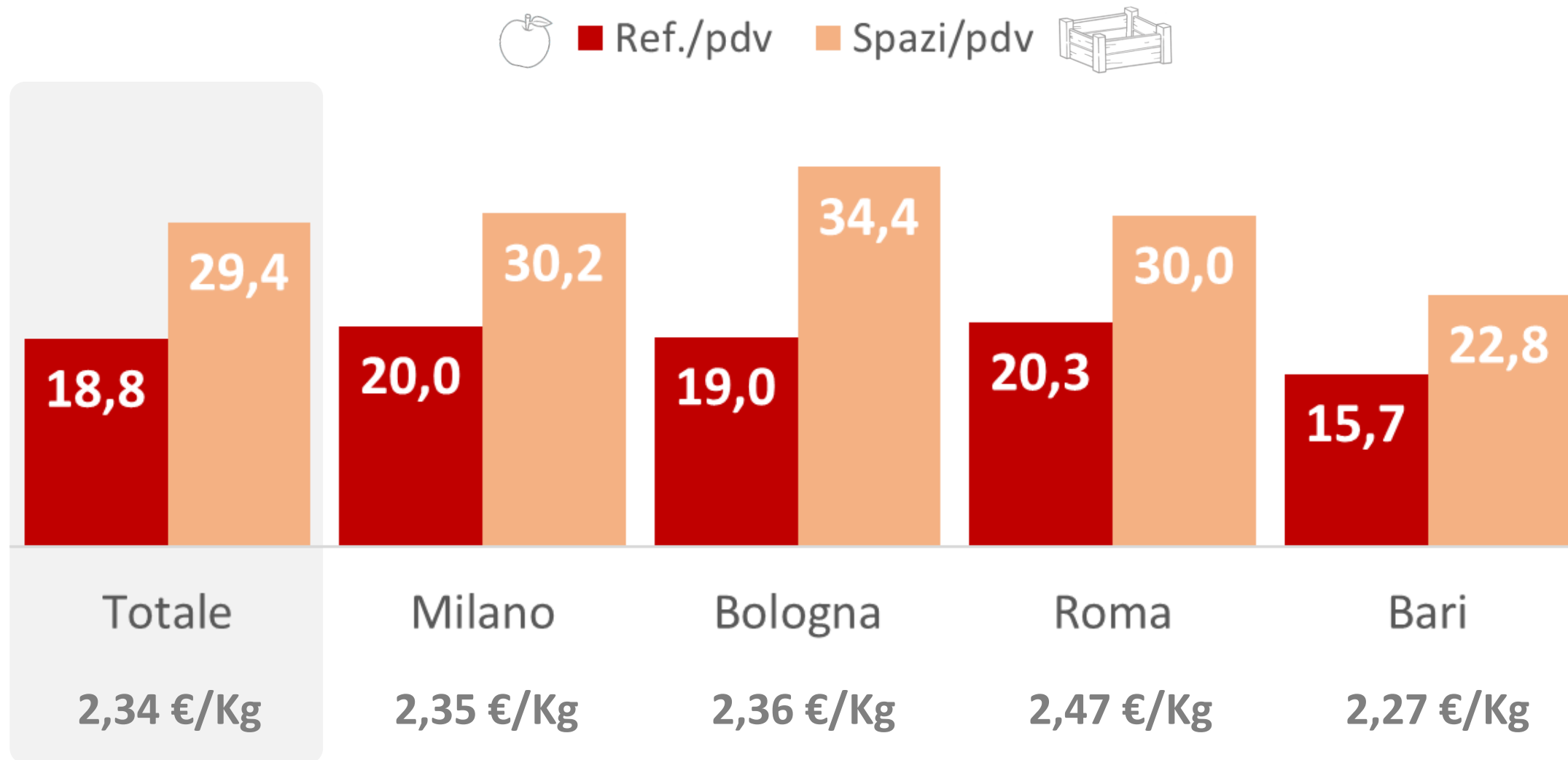
Tutti pazzi per le mele



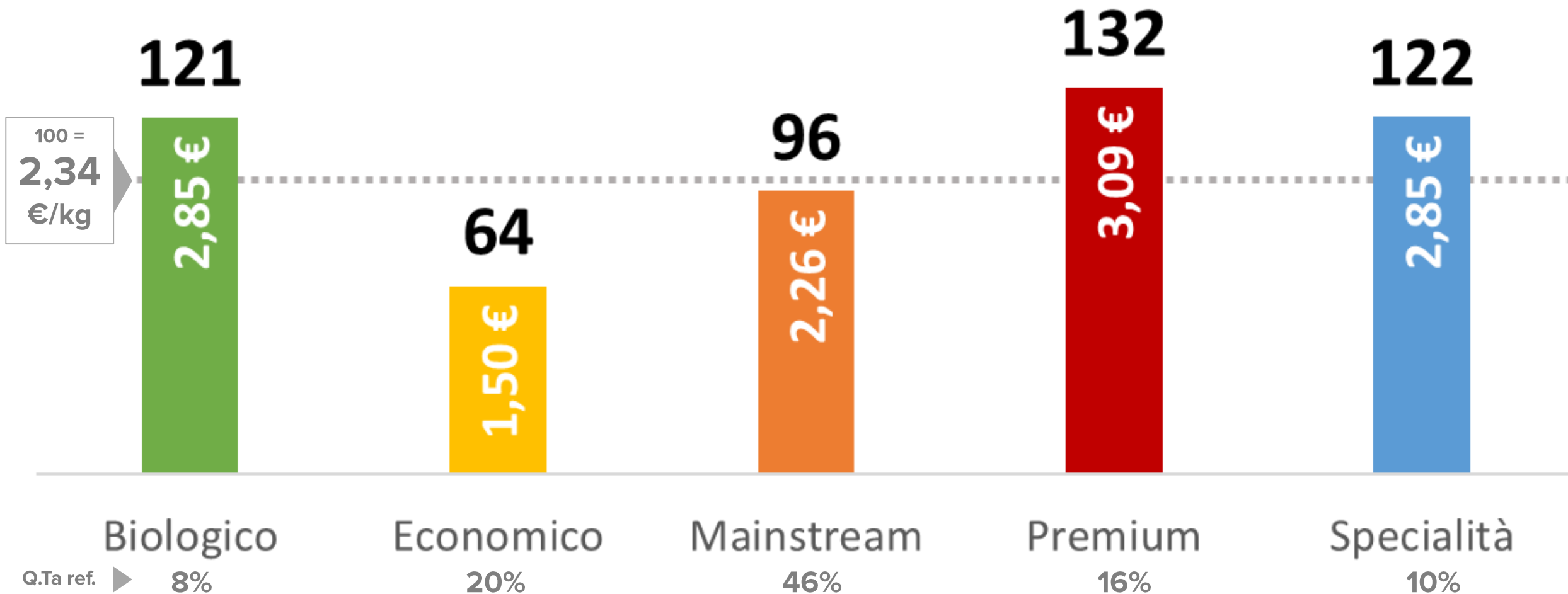
Nella scelta mi faccio guidare da ...



Referenze, spazio dedicato e prezzi medi per format



Scala prezzi per segmento di offerta





SGMARKETING

FOOD STRATEGY

