

Leading Dairy Companies Marketing Tactics

1. Arla Foods
2. Danone
3. Dean Foods
4. DFA
5. Fonterra
6. Friesland
7. Kraft
8. Lactalis
9. Nestlé
10. Unilever

For each company, the report provides:

- Sales force in the U.S. and international markets.
- Distribution strategies.
- Promotional tactics.
- Innovative packaging approaches.

Contains 65 pages