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Retailers have chosen Pietercil Barends as Golden Partner 2022 in the category “soup & soup enrichers”. This award is presented annually by Levensmiddelenkrant.

Levensmiddelenkrant is a trade magazine for retail and in recent years has grown into a multimedia platform for all professionals in food retail: entrepreneurs, business leaders, buyers, and management of retail formulas and manufacturers.

“Nissin is an essential pillar in the category’s growth, which we group in Pietercil under Food of the World. With the use of the right products, promotions, and social campaigns, we have succeeded in attracting new consumers to the category.”

“We are therefore pleased that our cooperation with retailers is appreciated by them by giving us this prize.”

Congratulations to Katrien Bousson and her team at the Pietercil Group.

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Tags:

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