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22 Notable Niches
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Chilled entrees, gourmet appetizers, and ethnic desserts—fast-growing, high-potential food and beverage subsectors like these are worth a close look from marketers and product developers seeking to identify potential marketplace opportunities.

34 Seeding Sustainability at General Mills
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When the nation’s sixth-largest food company set an ambitious agenda for operating sustainably, the environmental impact was dramatic and the savings substantial. Here’s a look at the progress General Mills has made—and a preview of what’s ahead.
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