

Brand differentiation in a world of poultry parity



The Farmer Brown exhibition stand and packaging design, which was applauded by the director of the Cape Good Food and Wine Show for its "commitment to the ethos of the show and for the stylish design, conceptual and interactive elements of the packaging, staff enthusiasm, superlative services and the finest attention to detail", is part of the recently launched repositioning of the brand being executed by The Hardy Boys.

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