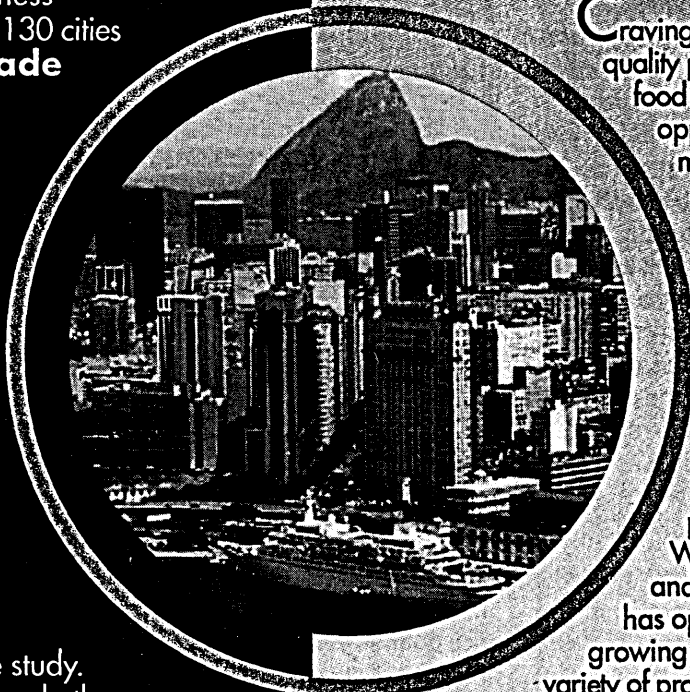


BRAZIL – The Snack

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Cravings for healthier, higher-quality products in Brazil's snack food market are creating opportunities for Canadian manufacturers. In 1998, snack food sales totalled \$2.2 billion, with imports accounting for \$66.7 million. Over the last decade, socio-economic factors have reshaped this market. Brazilians have more than doubled their snack food consumption per capita since 1991.

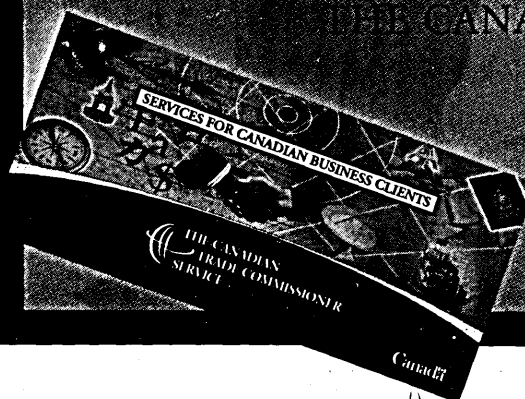
What was once a tight and wholly domestic market has opened up to meet growing consumer demand for a variety of products, including imported luxury and light/diet snack foods.

A Changing Market

The number of vending machines, gas station retailers, convenience stores, and large-scale supermarkets that carry snack foods has increased significantly since the early 1990s.

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