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By Elaine Watson+ 01-Nov-2016 Last updated on 01-Nov-2016 at 00:21 GMT Post a comment

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Many 'legacy' food brands are being outpaced by their smaller, hipper, counterparts. But should brand managers admit defeat and embark on a strategy of managed decline, or can they turn things around? Here are five brands that have defied expectations and done just that, based on new reports from Hartman Group and Rabobank.



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