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Select Harvests, PepsiCo to extend nuts biz in China

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Select Harvests has entered into a trademark license and distribution agreement with PepsiCo Foods to distribute and market its Lucky branded nuts, seeds and blends into China.



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Select Harvest is likely to expand its sales footprint in one of the most rapidly-growing consumer nations while PepsiCo wants to promote a Chinese-focused campaign that plays up to patriotic sensitivities in China.