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## MAR 09 **A Closer Look at Walmarts Marketside**

By *myprivatebrand*

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Here is a closer look at more of the [Walmart](#) Marketside Private Brand fresh products. This somewhat surprising development is rapidly becoming a bold strategic move. Walmart appears to be aggressively using Private Brand as a tool to build its fresh perception. Very few retailers have fresh bagged Private Brand bagged salads. Notably Harris Teeter is successfully selling two tiers of bagged salads with both their national brand equivalent, Harris Teeter and their premium Private Brand HT Traders.

The home meal solutions products are particularly interesting as it seems that virtually every channel is attempting to play in this space. Who would have ever imagined Walgreens, Food Lion and Walmart head to head in a battle for the fresh macaroni and cheese dollar.



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