






LEGENDA

 **Non-competitors**
non-competitors


 **not the competitors**
past competitors

 **adversity to branding**

 **not competitors - adversity to branding**

 **not possible - adversity to branding**
past brand could prevent

LEGENDA BRANZA GAZZOWA

 **not possible - adversity to branding**
past brand could prevent

[illegible][illegible]