

A Padaria Portuguesa CQ Actividades Hoteleiras, Lda in Consumer Foodservice (Portugal)

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Abstracts

A Padaria Portuguesa exists in Portugal since 2012, and it aims to reinvent the traditional concept of the Portuguese bakery. During the review period, the company opened 46 outlets, all in the Lisbon area. Its strategy is to continue to offer an above average price-quality ratio, maintain production control and a differentiated level of service (degustation experiences, artisanal production, proximity and professionalism of its staff and developing a relationship with the surrounding community)...

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