

Alimentos Arcos Dorados CA in Consumer Foodservice (Venezuela)

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Abstracts

Since restrictions started to limit the supply of ingredients, Alimentos Arcos Dorados launched a campaign beyond the kitchen showing the local origins of ingredients. This multinational aims to remain as the top player in consumer foodservice, with 30 years in the country, through adding new outlets in underexploited sites and menus adapted to the challenges imposed by Venezuela's business environment.

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