

Alsea SAB de CV in Consumer Foodservice (Mexico)

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Abstracts

Following its recent acquisition of VIPs and El Porton from Wal-Mart, over the forecast period Alsea aims to consolidate its position as the overall leader in Mexican consumer foodservice in value sales terms. The company intends to open new outlets and launch new formats such as Starbucks Reserve, while also closing unprofitable outlets and underperforming formats. At the same time, it will continue to revamp some of its foodservice brands in an effort to broaden their appeal among consumers fr...

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