

American Restaurant System SA in Consumer Foodservice (Romania)

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Abstracts

American Restaurant System, operating Pizza Hut and Pizza Hut Delivery, is a top consumer foodservice operator in Romania, ranking third in 2016. Through Pizza Hut, its casual dining concept, the company led chained full-service restaurants in Romania. Based on the good prospects for casual dining, the company will continue to invest in new outlets. Pizza Hut Delivery has opened a first outlet outside Bucharest and national expansion can be expected. The strong company marketing campaigns, conti...

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