

Atria Concept AB in Consumer Foodservice (Sweden)

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Abstracts

Finnish food processing company Atria's vision is to be a leading enterprise in meat processing and meal solutions, in both Finland and in the Baltic Sea region. In Swedish consumer foodservice, Atria operates through its subsidiary Atria Concept. The company is present in burger fast food and street stalls/kiosks with two chains, Sibylla and Grillköket. More focus is also being placed on educating its franchisees and investing in rebuilding and modernising Sibylla outlets. A new design concept...

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