

Avesco SA in Consumer Foodservice (Colombia)

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Date: August 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A9B551E41A9EN

Abstracts

Avesco SA is part of Grupo Conboca, a holding that takes part in several categories such as ice cream fast food (with Helados Mimo's) and bars/pubs (Palos de Moger). In consumer foodservice, the company's main brand is Kokoriko, which is well positioned among consumers and is offering new food options such as salad or small fried chicken portions in a snack format. The company is also looking to position itself further in packaged food, using the Kokoriko brand for frozen breaded chicken.

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