

Bagels & Beans BV in Consumer Foodservice (Netherlands)

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Abstracts

Bagels & Beans will aggressively expand its specialist coffee shops chain over the forecast period. It aims to have opened up to 40 new outlets by 2017, including a major flagship outlet in Amsterdam or another large Dutch city. To better meet the changing demands of Dutch consumers, it intends to set up a 'special events' department and trial a new home delivery service, while also expanding its menu and improving in-store service quality levels. In addition to opening 'full' outlets, it also...

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