

Bobby Burger Sp zoo in Consumer Foodservice (Poland)

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Abstracts

Bobby Burger Sp zoo plans to further expand its Bobby Burger chain. The company focuses on cities with more than 100,000 residents, as according to research, one outlet should cover least 100,000 people. It plans to achieve 100 outlets for its chain at the end of 2018. Bobby Burger will strive to maintain quality standards and extend its product portfolio within drinks, offering more sophisticated items, non-mass - both alcoholic and soft drinks. The company is expected to take part in various f...

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