

Brazil Fast Food Corp in Consumer Foodservice (Brazil)

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Abstracts

Ranking third overall in chained consumer foodservice in 2012, Brazil Fast Food Corp kept its participation almost stable between 2011 and 2012, reaching a value share of 7% in 2012. The group operates under multiple brands including, Bob's, Pizza Hut, KFC, In Bocca al Lupo Café, Yoggi and Doggis – mostly concentrated in chained fast food. Despite recognising a more aggressive competitive landscape in 2013, the company plans to open 150 new outlets.

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