

Burger King Beteiligungs GmbH in Consumer Foodservice (Germany)

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Abstracts

All German activities by Burger King Beteiligungs will be shaped by parent company Burger King Holdings and its international strategies during the forecast period. However, due to Burger King Beteiligungs' large sales in Germany as well as the country-specific conditions of consumer foodservice in the country, the local management has opportunities to offer custom-tailored and German-specific measures. This includes a strong focus on taste and quality/freshness ("Geschmack und Frische") in...

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