

Burger King Brasil Asses Rest Ltda in Consumer Foodservice (Brazil)

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Abstracts

Burger King registered the largest increase in value sales within consumer foodservice between 2011 and 2013 mostly due to outlet expansion. Burger King, which is one of the largest chained fast food brands, was acquired by the Brazilian private-equity group – 3G Capital Management (the same owners of Anheuser-Busch InBev) – in 2010. Since then, significant resources have been invested in Brazil in order to increase its share of sales through outlet expansion, mainly in retail locations and...

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