

# Café Fama de América CA in Consumer Foodservice (Venezuela)

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## Abstracts

This company is not expected to remain in the consumer foodservice business in the medium term. Café Fama de América is one of the top coffee producers in Venezuela and entered consumer foodservice as a way to improve its brand image when it was owned by the original private owners. However, Venezuelan government expropriated the company in 2009, and therefore it is likely to focus its limited resources on coffee manufacturing and commercialisation instead of expanding into consumer...

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