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Casino Guichard-Perrachon SA in Consumer Foodservice (France)

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Abstracts

The foodservice business represents a relatively small proportion of the group's portfolio of activities and total revenue. While there is no clear strategic focus from the group concerning the foodservice arm (Casino Restauration), a series of recent activities support the fact that it is trying to modernise and change the image of the outdated cafeteria model. Over the forecast period, the company's main focus will most likely be set on the ongoing modernisation of existing Casino Cafeteria...

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