

Casual Brands Group SL in Consumer Foodservice (Spain)

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Abstracts

During 2013 Casual Brands Group focused its efforts on the expansion of its brands, many of which are located within the most dynamic categories in the consumer foodservice market. The company operates within Latin American fast food with the brand Taco Bell, the only chain present in this category. Its expansion strategy is focused on location, with the new shopping malls opening in the country being the most interesting spots to locate outlets.

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