

Cerlog Kft in Consumer Foodservice (Hungary)

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Abstracts

Cerlog Kft, which operates the Levendula Fagyfaltozó chain in ice cream fast food, plans to increase outlet numbers and geographic coverage through franchising. The focus remains on selling premium quality ice cream during the April-October season, when demand is highest. Winter season sales and traffic are driven by chocolate confectionery and various assorted sweet delicacies.

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