

Chocolaterie & Großkonditorei Aida-Prousek & Co in Consumer Foodservice (Austria)

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Abstracts

Relying on the enthusiasm of potential franchisees, Chocolaterie & Großkonditorei Aida-Prousek & Co believes that its new franchising concept can provide new growth impulses and potential for expansion particularly outside of the Vienna area. This could only be the starting point for a number of other innovations as the Aida brand is expected to increasingly open itself up to current trends.

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