

Cibis SpA in Consumer Foodservice (Italy)

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Date: January 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C2D84A227BEEN

Abstracts

During 2012 Cibis achieved an increase in sales of 8%. While Cibis saw a moderate growth in chained self-service Cafeterias with Brek Ristoranti, it achieved a staggering performance in chained bakery products fast food with Brek Focaccerie. The company increased its focus on bakery fast food opening a large number of new outlets with the objective to attract consumers with smaller budgets. In the short-term Cibis is planning to renovate existing outlets for a modern image rather than opening...

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