

Cigierre Spa in Consumer Foodservice (Italy)

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Abstracts

In 2016 Cigierre continued to reorganise its brand portfolio by continuing the development of Old Wild West, for which it was awarded Retailer of the Year, but also extending its presence in several other categories, such as Asian full-service restaurants with Shi's, Wiener Haus in fast food, as well as by acquiring the organic pizza full-service restaurant chain Pizzikotto. In the future the company plans to launch a new format called O'Romeo.

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