

Cinco Millas SAC in Consumer Foodservice (Peru)

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Abstracts

Cinco Millas is a well-established company that owns a number of Peruvian restaurants with national and international franchises. The fusion of flavours, where Peruvian ingredients are the key ingredient, appeals to different consumers. As part of its expansion plan, during 2016 the company began exploring the concept of casual fast food with Barra Chalaca (fish food), which resulted in a great success and it is now looking to franchise the brand. Its next step is going to be to open a new resta...

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