

CMR SAB de CV in Consumer Foodservice (Mexico)

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Abstracts

CMR SAB de CV is a publicly-owned Mexican holding company that focuses primarily on full-service restaurants. Its portfolio in this category includes upmarket brands that mainly offer traditional Mexican cuisine, such as El Lago, Del Bosque and Los Almendros, but also chained brands such as Wings and Chili's Grill & Bar. The company's strategy for the forecast period is to expand its portfolio with profitable brands and new outlets that provide top quality food and service to consumers. In parti...

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