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CPQ Brasil S/A in Consumer Foodservice (Brazil)

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Abstracts

CPQ Brasil is investing in two fascias – Casa do Pão de Queijo and O Melhor Bolo de Chocolate do Mundo – both classified under chained bakery products fast food. The former is specialised in cheese buns and sandwiches whilst the latter specialises in homemade bakery items, particularly cakes and pies. CPQ has offered franchisees to investors under both brands to operate mainly in store-in-store franchised concepts.

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