

Cravia Inc in Consumer Foodservice (United Arab Emirates)

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Abstracts

Cravia Inc is a trusted partner for the Cinnabon, Seattle's Best Coffee and Zaatar W Zeit franchises in the United Arab Emirates. Cravia works towards capitalising on its knowledge of the local market and developing brands by adapting to the customer's idea of a good foodservice experience. The company started in 2000 with its brand Cinnabon and with time it has added five brands to its portfolio. With outlets in Saudi Arabia and Bahrain, the United Arab Emirates accounts for 80% of the firm's t...

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