

# Cravia UAE in Consumer Foodservice (United Arab Emirates)

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## Abstracts

Cravia faced growing competition from players such as Tim Hortons in bakery products fast food and Hatam in Middle Eastern full-service restaurants towards the end of the review period. The company will thus have to step up its outlet expansion. In 2013 Cravia notably opened two new branches of its Zaatar W Zeit chain, and renovated and relaunched its Sheikh Zayed Road branch with a new design. In addition it opened new outlets for both Cinnabon and Seattle's Best Coffee at Mushrif Mall and at...

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