

Cremonini SpA in Consumer Foodservice (Italy)

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Abstracts

Cremonini continues to focus on the development of Roadhouse Grill restaurants, for which it is the GBO. During 2016 the company opened 15 restaurants, and is planning to reach 120 in two years. Outlet expansion is considered vital to contend with its direct competitor, Old Wild West by Cigierre. As Autogrill decreased its presence on motorways, some of the stations passed to Cremonini, resulting in the increasing presence of the brand Chef Express.

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