

Crepes & Waffles SA in Consumer Foodservice (Colombia)

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Abstracts

Crepes & Waffles was the third most important player in chained consumer foodservice in Colombia in value sales terms in 2015 (behind IRCC and franchise operator Subway), and the clear leader in chained full-service restaurants in this regard. The company's strategy is focused on offering high quality products at prices that are more affordable than those of its main competitors. It has recently given special attention to the health and wellness trend, expanding its offer of salads, for example,...

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