

# Crepes & Waffles SA in Consumer Foodservice (Colombia)

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## Abstracts

Crepes & Waffles SA is the leading player in full-service restaurants in Colombia. The company will continue with its successful strategy of offering high-quality products at affordable prices in a comfortable and well-set ambience with a very friendly and well-trained waiting staff. The company expects to strengthen its artisanal/healthy position through Crepes & Waffles Arte-sano, new developments in its menu. Finally, it aims to improve the position of its “Heladería Crepes & Waffles” (its ic...

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