

Crocodile CR sro in Consumer Foodservice (Czech Republic)

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Abstracts

Crocodile CR intends to expand its Bageterie Boulevard chain in the Czech Republic as well as abroad over the forecast period. The company aims to introduce drive-through units. By doing this, it aims to get closer to its customers and to raise awareness of its whole concept. The first pilot drive-through Bageterie Boulevard outlet was planned to be open during 2013 but it was postponed to 2014. The introduction of drive-through is a logical consequence of the Bageterie Boulevard concept,...

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