

Dansk Supermarked A/S in Consumer Foodservice (Denmark)

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Abstracts

Dansk Supermarked has four brands within consumer foodservice in Denmark. For several years, it has offered Bistro and Quick food, both being chained self-service cafeterias. Towards the end of the review period, it added Starbucks and Carl's Jr to its international brands. With Starbucks in particular, Dansk Supermarked is trying to attract consumers into its retail chain called Bilka, which is where the outlets of Starbucks of Dansk Supermarked are located.

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