

Delmocca Speciality Coffee E Andrianakis - Ch Gryparis OE in Consumer Foodservice (Greece)

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Abstracts

Delmocca Speciality Coffee E Andrianakis – Ch Gryparis OE, a coffee roasting company that supplies cafés with coffee, entered consumer foodservice in 2016 with the launch of its specialist coffee shops chain, Coffee Berry. The company already operates six outlets in Athens and plans to continue expanding its outlet network via franchising. Its main focus will be to build consumer awareness for its brand, placing an emphasis on the premium quality of its coffee blends and its unique product mix a...

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