

Domino Fuente de Soda in Consumer Foodservice (Chile)

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Abstracts

The brand Domino Fuente de Soda was created more than 60 years ago and maintained the quality of its products throughout that time. As a result, in 2016 the company operated 38 outlets in Santiago, Antofagasta, Viña del Mar, Concepcion, Talcahuano and Puerto Montt. Its main strategy is to maintain loyalty by forming a Domino club for frequent customers and target new ones by transitioning some of its fast food outlets into hybrid fast food/full-service restaurants.

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