

Emma Salad SRL-D in Consumer Foodservice (Romania)

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Abstracts

Salad Box, the brand of Emma Salad SRL-D, continued to expand in 2015 with the opening of five new outlets during the year. Salad Box remains the only consumer foodservice chain in Romania that offers a full menu of salads and it specialises in custom-made salads prepared on the spot, to which it adds fresh fruit juice, soup and yoghurt. The company is oriented towards the consolidation of its business both domestically and through expansion outside of Romania. Franchising is considered to be th...

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