

# Emma Salad SRL in Consumer Foodservice (Romania)

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## Abstracts

The business model of Salad Box, owned and partially operated by Emma Salad, is built as a healthy fresh fast food alternative, in one consumer foodservice category with high rates of processed products. Although most of the operators, chained or independent, international or local, already have an offer of healthy products, the core activity of the new brand differentiates it from all competitors, making this its competitive advantage. Validated by customers, the format has a menu offering focu...

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