

Espresso House Sweden AB in Consumer Foodservice (Sweden)

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Abstracts

Espresso House Sweden AB's particular aim is to become the leading operator of specialist coffee shops in Sweden, while its general aim is to become the number one option for consumers when choosing a café. The company's strategy is very much based on rather aggressive expansion through the opening of new outlets throughout Sweden. The company also focuses on launching new products on a regular basis, often with a health and wellness positioning in order to complement its more indulgence...

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