

Everest SA in Consumer Foodservice (Greece)

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Abstracts

Everest SA is focusing on the renovation and development of its outlet network in order to deliver its new image, as well as reinforcing its new, more premium identity through a special emphasis on menu item development, outlet decor and marketing campaigns. A significant element of its new focus is set to continue being placed on coffee and beverages, in line with the current consumer trends and market dynamics.

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