

# Famous Brands Ltd in Consumer Foodservice (South Africa)

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## Abstracts

Famous Brands Ltd's strategy is centred on continuing to develop its portfolio of brands, all of which are designed to be best in their class, and offering a compelling business proposition to its franchise partners. For instance, during 2016, the company opened 184 outlets and now has a franchise network of over 2,600 restaurants.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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