

FEMSA (Fomento Economico Mexicano SA de CV) in Consumer Foodservice (Mexico)

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Abstracts

FEMSA (Fomento Económico Mexicano SA de CV) offers a wide range of food and beverages via its rapidly expanding convenience stores fast food chain OXXO. Most OXXO outlets now include O'Sabor! counters that serve home-made style Mexican food for all times of the day. FEMSA also competes in Latin American fast food with the Gorditas Doña Tota brand. The company's strategy for the forecast period will include continued expansion of its geographical coverage and product portfolio in order to reach a...

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