

Focacceria Ligure Group in Consumer Foodservice (Italy)

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Date: January 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: FAB57210F49EN

Abstracts

Focacceria Ligure Group started its business in 2007 with the brand Focaccia Ligure, a typical product from Liguria which is appreciated all over Italy. In 2011 the company decided to change its name to Mr Focaccia, to make it less local and more saleable both in Italy and abroad. Whilst the company initially focused on opening outlets in shopping malls, today it is looking at other locations outside of malls, as long as they are considered strategic from a traffic standpoint.

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