

Freddo SA in Consumer Foodservice (Argentina)

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Abstracts

Freddo SA aims to reposition itself as one of the most important chains in the premium segment in fast food ice cream over the forecast period. The Freddo brand lost its image after being absorbed by the Exxel Group in the 1990s and then acquired by Grupo Pegasus SA in 2006. To settle again into the premium segment, at the end of 2016 the company closed an agreement with Nespresso to sell its coffee at its premises.

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