

Fresh Group Development GmbH in Consumer Foodservice (Austria)

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Abstracts

Fresh Group Development, with its freshii brand, introduced the concept of fast casual dining to Austria in 2010. The operator's vision was to revolutionise the fast food market in Austria by offering healthy and nutritious but still quick and convenient food. Still, out of an initial four outlets in Austria, the company was forced to close three by 2012. Fresh Group Development is, therefore, expected to follow a strategy of focusing on the fresh and healthy menu offerings in its one outlet in...

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