

Gallery Alex OOO in Consumer Foodservice (Russia)

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Abstracts

Gallery Alex OOO is the leading company in Russian specialist coffee shops. Operating with the largest coffee house chain in Russia under the name Shokoladnitsa, in 2014 the company managed to buy its main competitor Coffee House Espresso & Cappuccino Bar OOO and consolidated its leadership within cafés/bars. In concluding the deal, Gallery Alex has acquired all its competitors' premises, its staff and the Coffee House brand, increasing its number of outlets to 646 and its value sales share to...

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