

Goody's SA in Consumer Foodservice (Greece)

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Abstracts

Goody's main focus for the short-term is expected to be the marketing of its new brand identities, Goody's Burger House and Flocafé Espresso Room. These brands are more premium and offer a unique customer experience and higher product quality. The company is also anticipated to place an increased emphasis on promoting its new 100% home delivery/takeaway coffee specialist concept, Flocafé Espresso Room Street which it launched in 2016. Goody's will also look to continue with the expansion of its...

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