

# Gregory's Microgevmata SA in Consumer Foodservice (Greece)

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## Abstracts

Gregory's Microgevmata SA plans to continue developing its outlet network through franchising, with a special focus on its newest concepts, Gregory's Mikro and Gregory's Fournismata. The company's attention will also focus on its prices and product quality, with an emphasis placed on new product development and coffee in line with the rising consumer demand for value-for-money meals as well as coffee and healthier menu options.

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