

Grupo Trigo in Consumer Foodservice (Brazil)

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Abstracts

Grupo Trigo has started a rebranding process targeting its brands Spoleto and Koni. The former is the company's most important brand in Brazil, and Grupo Trigo is working on reimagining it so as to make Spoleto outlets in the country more comparable to the ones in the US, with a traditional Italian restaurant appeal. Koni, on the other hand, is the company's Japanese food brand and it is having its outlets modernized. As for Domino's Pizza, Grupo Trigo's brand in pizza consumer foodservice, the co...

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