

Grupo Úmbria in Consumer Foodservice (Brazil)

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Date: November 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: GFDBA3D416DEN

Abstracts

Grupo Úmbria is emphasising side-by-side franchised concepts in which two franchise brands from its portfolio occupy the same space, for instance, Domino's and Spoleto. According to industry sources, they are complementary brands: Domino's has its most sales in the evening, whilst Spoleto has higher sales particularly during lunchtime hours.

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