

# Grupo Zena de Restaurantes SA in Consumer Foodservice (Spain)

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## Abstracts

Since the acquisition of Grupo Zena by the Mexican group Alsea, the company has seen a great performance from its major brands: Foster's Hollywood, Domino's Pizza and Burger King. The player continues to renew the image of every restaurant to attract customers while the situation of Cañas y Tapas and LAVACA is not as good as for the remaining brands of the firm. The company has been involved in the process of closing down low-revenue Cañas y Tapas outlets and shifting other outlets to a franchis...

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## Contents

Strategic Direction

Key Facts

Summary 1 Grupo Zena de Restaurantes SA: Key Facts

Suppliers

Competitive Positioning

Summary 2 Grupo Zena de Restaurantes SA: Competitive Position 2016

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