

# Grupo Zena SA in Consumer Foodservice (Spain)

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Date: November 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: GECACB65E93EN

## Abstracts

As it is happening with other players in the Spanish market Zena is focusing on developing and expanding its best-performing brands, especially Foster's Hollywood, and closing down those brands which are non-profitable. This way its brand Il Tempietto saw the closure of a number of outlets in 2012. Over the coming years the company will be suffering from the growing competition of other players on the market, especially 100 Montaditos against its Cañas y Tapas, la Mafia se Sienta a la Mesa and...

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