

Gruppo Sebeto Srl in Consumer Foodservice (Italy)

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Abstracts

Gruppo Sebeto is expected to continue to create and implement new full-service restaurants and fast food outlets. The company has already created and successfully marketed several brands, such as Rossopomodoro, Rossosapore, Anema e Cozze and Ham Holy Burger. The success of these brands came from the concept of mixing Neapolitan culinary culture, product quality, and the selection of the best raw materials, the style and the pleasantness of its outlets, with efficient management systems.

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Contents

Strategic Direction

Key Facts

Summary 1 Gruppo Sebeto Srl: Key Facts

Summary 2 Gruppo Sebeto Srl: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Gruppo Sebeto Srl: Competitive Position 2014

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