

Heineken NV in Consumer Foodservice (Spain)

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Abstracts

Over the forecast period the company is expected to change its strategy regarding its line of consumer foodservice outlets. The fact that in 2012 the company recovered the management at an NBO level of the chain Amsteleria – which had been developed until then by casual food and beer – supported this belief. In 2012 the company also opened a new chain: Via Birra.

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