

Helacor SA in Consumer Foodservice (Argentina)

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Abstracts

Helacor SA has the largest local network in Argentina with its brand Grido in chained ice cream fast food. Despite having 1,368 outlets in 2016, the company has a plan for its aggressive expansion across the country. In 2017 alone, the company plans to open about 70 new stores, all with a focus on low-income customers.

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