

Holder, Groupe in Consumer Foodservice (France)

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Abstracts

Groupe Holder specialises in bakery products. Its main brand is Paul, which is active in bakery products fast food and in street stalls kiosks. Paul's strategy relies on two pillars, the first of which is to offer premium products. For example, its bread is baked in its outlets in front of its customers and it offers an important range of higher quality bread. The second pillar is the careful selection of its outlets with locations, such as downtown, in the suburbs and in shopping centres, chose...

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