

Home Meal Replacement SL in Consumer Foodservice (Spain)

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Abstracts

Home Meal Replacement is a relatively young company originating from Barcelona, which is expanding its network across the peninsula with its brand Nostrum, a low-cost brand in 100% home delivery/takeaway, with meals offered at €1, €2 and €3. Its current expansion strategy is focused on the opening of outlets in mid-sized urban areas.

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