

# Ibersol SGPS SA in Consumer Foodservice (Portugal)

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## Abstracts

Ibersol SGPS is one of the biggest players in consumer foodservice in Portugal, with the franchise of the most recognised international brands such as Pizza Hut, Burger King and KFC, among others. Its main strategy is accelerating the selective expansion of the main brands represented by the company to grow its sales and reinforce its sales share nationally.

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