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International Meal Co in Consumer Foodservice (Brazil)

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Abstracts

International Meal, one of the most established private equity investors in Latin America, is the owner of important chains in Brazil including Frango Assado, Viena and Brunella. In 2012 it acquired other domestic brands, such as Wraps, Go-Fresh and Batata Ingleza, indicating that its key strategic direction is to increase market share in Brazil through new acquisitions as well as partnerships like the last one in 2013 with CKE Restaurants, bringing the famous American chained burger fast food...

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