

# Jireh International Pty Ltd in Consumer Foodservice (Australia)

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## Abstracts

With Starbucks all but exiting the Australian market, Jireh International Pty Ltd, or more specifically its sole brand, Gloria Jean's Coffees, is now the primary non-McDonald's-linked specialist coffee shop chain in Australia. Despite fierce competition from McCafé, Gloria Jean's Coffees aims to remain at the epicentre of the nation's café culture through high-quality coffee and levels of customer service.

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