

Joe Café Gourmet in Consumer Foodservice (Israel)

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Abstracts

The company's main growth engine is the co-venture with Menta, one of the leading forecourt retailers in Israel with 250 outlets. Prior to 2012, Joe Café was under the NBO Joe Café Gourmet. Joe entered into outlets in two formats: As a coffee supplier and as a store-within-a-store concept. The new concept started recently and is going to develop into Menta Market; a mini supermarket with a Joe Café self-service stand. The chain is planning to leverage Menta's nationwide distribution of outlets...

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