

La Luna Holding GmbH in Consumer Foodservice (Germany)

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Abstracts

La Luna Holding will continue to pursue a fierce outlet expansion strategy to strengthen its nationwide outlet network in Germany, with 15 outlet openings planned for 2015 alone. The company employs a professional approach, and seeks purely premium and highly lucrative locations, such as city centres and shopping malls, which experience a high flow of customers. As such, the company will focus its expansion purely on outlets which are capable of achieving an annual turnover of at least...

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