

# Lao Kao SA in Consumer Foodservice (Colombia)

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## Abstracts

Having pioneered chained Asian full-service restaurants in Colombia, Lao Kao will continue working to strengthen its leading position in this category over the forecast period. The company's Wok chain aims to offer premium Asian food in a sophisticated environment, and is therefore well positioned to capitalise on rising purchasing power among higher-middle-income consumers. It is also looking for international expansion opportunities. The company positions its Asian cuisine as a healthy foodser...

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