

Madero SA in Consumer Foodservice (Brazil)

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Abstracts

Madero SA is continuing to focus on expanding its number of outlets and diversifying its operations through different outlet formats, such as Madero Steakhouse, a full-service slow food format; Madero Container, a special container structure where orders are taken at the counter; and Madero Express, which has a leaner menu and fits in shopping malls. Also, Madero announced that it is extending its menu so as to include lactose-free options and vegetarian meals, starting with outlets located in s...

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