

Marr SpA in Packaged Food (Italy)

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Abstracts

Marr SpA will continue with its geographical expansion strategy in the years to come, to build additional presence in areas where it is not present. Logistics outreach is critical to achieve this goal, and Marr SpA is taking advantage of difficult economic conditions to acquire smaller local players already established in areas where it is not present. With the increasing expansion of Cremonini's North American restaurants such as Roadhouse Grill, that is part of the same group, Marr can also co...

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