

Marston's Plc in Alcoholic Drinks (United Kingdom)

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Abstracts

Marston's will continue to expand its pub network over the forecast period. The company is midway through an expansion plan that was launched in 2010. By 2013, the company hopes to have completed the construction of 60 food pubs. The company will focus on high-traffic locations and sophisticated decor, brand selection and services. Marston's will continue to focus on its F Plan, aiming to attract more food customers, families, females and 40-50-year-olds to its outlets. In terms of its beer...

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