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McDonald's Restaurant (Taiwan) Co Ltd in Consumer Foodservice (Taiwan)

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Abstracts

With demand for traditional menu items, such as hamburgers, floundering, McDonald's Restaurant (Taiwan) Co Ltd is expected to continue to focus on expanding its McCafé brand. The appeal of coffee continues to grow among Taiwanese consumers, whose tastes are gradually becoming more sophisticated, and the company is expected to continue to expand and upgrade its McCafé in-store experience, with coffee and associated café menu items likely to become ever more important for the fast food chain.

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