

McFoxy TOV in Consumer Foodservice (Ukraine)

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Abstracts

McFoxy is a fast food chain which offers a particular feature – the 'Burger Creator' service – through which every customer can create a unique burger by choosing the ingredients themselves. McFoxy has refreshed its restaurants, offering new menus, the introduction of the loyalty programme F??????l Club, the development of children's services, and implementing the programme FoxyCreative Kids. It collaborates in sports and charity events on a regular basis, and has implemented a series of promoti...

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