

Media-Caffe GmbH in Consumer Foodservice (Austria)

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Abstracts

Media-Caffe GmbH is expected to follow the strategy of continuing to act as a specialist coffee shop that features the added benefit of offering food menu items in its outlets along with a large number of coffee specialities. In addition to this, the operator is expected to continue to expand the number of its Mokador outlets over the forecast period to possibly include cities other than Vienna. The operator is anticipated to focus on larger coffee shops with greater culinary offer and on...

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