

Memphis Concept in Consumer Foodservice (France)

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Abstracts

Memphis Concept seeks to reach 100 outlets in France by the end of 2018. Its main method of development is through franchising, and it targets French cities of around 100,000 inhabitants or more. The company was considerably performant in 2016 and aims at pursuing the virtuous growth circle since entering French consumer foodservice. Moreover, for the second consecutive year, the chain was rewarded for being the foodservice chain of the year 2016 by a panel of consumers who tasted 26 chained res...

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