

Merkur Warenhandels AG in Consumer Foodservice (Austria)

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Abstracts

The main strategy of Merkur Warenhandels AG over the forecast period will be to focus on further expanding the number of its hypermarkets and with this the number of its self-service cafeterias as well. In addition to this, ensuring the highest consumer satisfaction will be the main aim of the operator in the future. Merkur Warenhandels is expected to invest in introducing innovative concepts and special menu offerings with strong focus on organic and fresh ingredients in order to attract...

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