

# Mikel Cafe SA in Consumer Foodservice (Greece)

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## Abstracts

Mikel Cafe SA plans to continue its rapid network development throughout Greece, utilising franchising as its method of expansion. The company is also set to focus on the promotion of its new 100% home delivery/takeaway coffee specialist concept, Mikel Cantina. Marketing will continue to be based on a low pricing strategy and new product offers.

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