

Monterozza Co Ltd in Consumer Foodservice (Japan)

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Abstracts

Whilst bars/pubs struggled to increase their sales, Monterozza put efforts into enhancing its low-priced flat rate menu under major brands such as Shirokiya and Uotami, prior to its competitors, with this expected to continue over the forecast period. The company is likely to reinforce the safety and quality of its dishes, and have more locally-grown vegetables delivered to each of its outlets.

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