

# Mövenpick Holding AG in Consumer Foodservice (Switzerland)

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## Abstracts

Mövenpick Holding, which has a core competency in the hospitality business, gastronomy and hotels, was impacted by the euro crisis that created an uncertain economic situation in Europe. In addition, the political upheavals in North Africa and the Middle East exerted a negative impact on tourism in those regions where the company is present. In Switzerland, Mövenpick Holding benefited from stable consumer confidence while it capitalised on the trend towards organic food by developing a...

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