

Nando's Chickenland Ltd in Consumer Foodservice (United Kingdom)

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Abstracts

Nando's has become one of the most popular chicken fast food operators in the UK. The company aims to continue its expansion plan to take the number of outlets from 278 in 2012 to around 400, estimated to be the number of outlets which can be absorbed by the UK market. The focus will remain on chicken, although the company has differentiated in burger fast food.

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