

Nordsee GmbH in Consumer Foodservice (Germany)

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Abstracts

Nordsee will continue to pursue the large-scale restructuring programme that the company began in 2014, which aims to present the brand as a fusion of tradition, naturalness and innovation. At the core of this programme lies the renovation of all Nordsee outlets to attract customers through more modern outlet design and a warmer atmosphere. Another key area of focus will be the continuous adjustment of the company's menu items to current consumer trends, most importantly the health and wellness...

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