

# Oishi Group Public Co Ltd in Consumer Foodservice (Thailand)

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## Abstracts

Oishi Group continues to carry out aggressive outlet expansion, menu innovation, marketing activities and advertising. As a subsidiary of Thai Beverage, the company receives strong support in term of finance and distribution. The company continues to put a strong focus on expansion to upcountry provinces and on introducing new types of chained consumer foodservice restaurants, with the focus on Japanese restaurants.

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