

Orgad Holding in Consumer Foodservice (Israel)

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Date: June 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: O761069958FEN

Abstracts

In 2012, the chain entered cafés/bars when it launched the Ranch Cafés brand. This step was made in cooperation with Osem Nestlé Professional, which supplies Nescafé Milano, the coffee brand of Osem, and pastries by Bonjour bakery, the pastry brand of Osem. According to its website, Burger Ranch currently operates 72 branches, whereas in 2010 the company reported 107 locations. The company also offer a Burger Ranch Mobile for parties and events. The company's goal is to remain in the café game...

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