

Pek-Snack Kft in Consumer Foodservice (Hungary)

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Abstracts

Pek-Snack Kft is one of the largest fresh bakery brands, and is set to increase outlet numbers through franchising in the domestic and other Central European markets, like Croatia. Further product innovations are expected to meet the growing demand for products for consumers on special diets, like gluten-free and diabetic. A venture capital firm took over the company from its founder during 2015.

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