

## PJ Chile in Consumer Foodservice (Chile)

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### Abstracts

PJ Chile owns the Papa John's brand in Chile. The brand entered the market in 2010 with an aggressive outlet expansion strategy that continued over the review period. PJ Chile registered a CAGR of 39% in terms of outlets and a current foodservice value CAGR of 15% over the review period. The strategy is to continue to achieve growth, augment the number of outlets and maintain a relatively high average ticket backed with quality products.

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