

Portugália Restauração SA in Consumer Foodservice (Portugal)

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Abstracts

Portugália Restauração owns Cervejaria Portugália, a 90-year-old traditional Portuguese beer house and full-service restaurant. In the last decade it expanded its chain in Portugal, both in full-service restaurants and fast food. It recently renewed its image, pointing to a match between traditional and familiar tastes and value for Portuguese consumers and the modernity of its service. In 2014 it started experimenting with a new business model, with the franchising of its outlets.

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