

Premier Restaurants Romania SRL in Consumer Foodservice (Romania)

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Abstracts

Premier Restaurants Romania is the franchisee for McDonald's in Romania. The franchising activity started at the beginning of 2016, after finalisation of Premier Capital's acquisition of McDonald's Romania. The new master franchisor purchased both the company and previously franchisees managed outlets with one exception, Ionut Restaurante, which continues to operate like a franchisee of the new local owner. Consequently, starting May 2016, the national brand owner for the brand McDonald's in Rom...

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