

Pret a Manger Europe Ltd in Consumer Foodservice (United Kingdom)

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Abstracts

Pret a Manger will focus on shifting its offering in line with the evolution of customers' demand in the forecast period. For example, towards the end of the review period Pret a Manger polled consumers asking whether it should open vegan-only outlets, introduce chilled displays dedicated to vegan products or not introduce vegan options at all. The results led Pret a Manger to trial vegan fridges in some outlets and to trial some vegan-only outlets.

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Contents

Strategic Direction

Key Facts

Summary 1 Pret a Manger Europe Ltd: Key Facts

Suppliers

Competitive Positioning

Summary 2 Pret a Manger Europe Ltd: Competitive Position 2015

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