

Prezzo Plc in Consumer Foodservice (United Kingdom)

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Abstracts

Prezzo has reported outstanding growth since being set up in 2000. The company is planning to implement a strong expansion plan, both for the Prezzo and Chimichanga brands, as both reported strong value growth in 2012 and 2013. Prezzo is the main brand, but more effort will be put into Chimichanga to make it a national brand. The company is continuing to expand nationwide, especially under the Prezzo brand, looking for buildings of local or historic interest into which to move, and expanding...

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