

Procafecol SA in Consumer Foodservice (Colombia)

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Abstracts

Procafecol SA and its well renowned brand, Juan Valdez, strives to grow in non-standalone locations with its specialist coffee shops in leisure and travel locations. This strategy, suitable for the unstable economic climate is also based on opening outlets in more captive and semi-captive locations such as large companies and business buildings, hospitals and educational institutions. To respond to the arrival of Starbucks, the company continued to launch new products. It is expanding its bakery...

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