

Reitan Convenience Norway AS in Consumer Foodservice (Norway)

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Abstracts

Reitan Convenience aims to solidify its leading position within convenience store fast food in Norway over the forecast period by continuing to focus on higher quality food, expanded menus, improved service and better facilities in all of its brands. Expansion is also expected to be achieved through the addition of outlets in key areas as the company takes advantage of the changing nature of convenience stores fast food in Norway.

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