

# Reitan Convenience Sweden AB in Consumer Foodservice (Sweden)

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## Abstracts

The company is the brand manager of the two convenience stores Pressbyrån and 7-Eleven. Future plans entail continuing to expand the outlet network for both brands and reinvigorating the consumer foodservice part of the outlets, by offering fresher and healthier food options similar to the freshly pressed juice that was made available at 7-Eleven outlets in 2016.

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