

Restalia Grupo de Eurorestauracion SL in Consumer Foodservice (Spain)

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Abstracts

The strategy of Restalia is set to follow the key trends present in the Spanish market, as the company did in 2013 with the new burger fast food concept, TGB The Good Burger, which within four years has already surpassed 70 outlets. For this brand, Cervecería 100 Montaditos and La Sureña, Restalia's strategy is based on offering more natural products combined with traditional Spanish recipes in the menu, as well as using local suppliers to improve the quality of its product portfolio. It is also...

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