

Restpar Alimentos Ltda in Consumer Foodservice (Brazil)

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Abstracts

Restpar Alimentos under Giraffa's brand is investing in expansion through new outlets in regions in which it has limited presence. Its key strategy includes low-priced basic menu items, such as sandwiches and full-meal alternatives, mainly Brasileirão, amongst its most popular dishes which combines rice, beans, salad and meat.

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