

Retail Food Group Ltd in Consumer Foodservice (New Zealand)

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Abstracts

Two of the company's Esquires Coffee House outlets, one in each of Auckland and Christchurch, were recently rebranded and had their food and beverage menus refreshed in a bid to modernise their offerings and respond to changing consumer tastes. Esquires has made the shift towards made-in-store food as well as adapting its coffee flavours. More franchised outlets are also expected to undertake similar transformation within the next 12 months.

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Contents

Strategic Direction

Key Facts

Summary 1 Retail Food Group Ltd: Key Facts

Summary 2 Retail Food Group Ltd: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Retail Food Group Ltd: Competitive Position 2015

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