

Rodilla Sanchez SL in Consumer Foodservice (Spain)

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Abstracts

The poor economic situation has negatively affected sales of the company, and its flagship brand Rodilla suffered the most. Over the last couple of years Rodilla had followed a strategy of closing down non-profitable outlets. However, in 2012 the company launched a new strategy which will be developed over the coming years. Rodilla's premises are being refurbished to restore the chain's artisanal and vintage image, which supported its sales when first launched onto the Spanish market.

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