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Salateira TOV in Consumer Foodservice (Ukraine)

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Abstracts

Salateira has changed its strategy of opening food court format restaurants, and plans to concentrate on opening more new restaurants in the larger format of 300-400 sq m, with more facilities for children, a fresh bar and on-the-go Salateira Expressimo. In 2016, Salateira introduced new menus. In the same year, Salateira started its international expansion, by opening restaurant it Business Central Tower in Dubai, UAE. The company plans to expand via franchising in the future.

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