

# Sara Lee/DE NV in Consumer Foodservice (Netherlands)

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## Abstracts

Sara Lee will continue to use franchising to expand its Douwe Egberts specialist coffee shops chain in the Netherlands, focusing on prime urban centre locations in cities with a minimum of 250,000 residents. All of the Coffee Company outlets it acquired in 2012 will be renovated and reopened under the Douwe Egberts brand over the forecast period. Former Coffee Company owner Dick de Kock will remain in charge of these outlets. The company will also focus on expanding the Douwe Egberts menu and...

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