

Segafredo Zanetti SpA in Consumer Foodservice (Italy)

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Abstracts

International expansion was the key interest of the company in consumer foodservice in 2012. In fact, the company stopped opening cafes in Italy to concentrate more on international markets, choosing exclusive locations to launch new outlets. New openings in 2012 took place in Germany, Saudi Arabia, Taiwan, Austria, Bolivia, France, Australia, Palestine, Hong Kong, Armenia, Japan, New York, China, Romania, France, Egypt, Morocco, Mexico and Algeria.

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