

Shakespeare & Co in Consumer Foodservice (United Arab Emirates)

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Abstracts

Shakespeare & Co will continue its outlet expansion in the United Arab Emirates, as well as further building the brand at an international level over the forecast period. 2012, for example, saw the company open its first outlets in Lebanon and Oman through franchise agreements, with Jordan, Qatar, Oman, Bahrain and the US expected to follow in 2013. There is also expected to be a stronger focus on health and wellness in its menu during the forecast period, following on from the launch of a...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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