

Starbucks Coffee Switzerland AG in Consumer Foodservice (Switzerland)

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Abstracts

Starbucks is the leading specialist coffee shop brand in Switzerland. The company expands in Switzerland through company-owned outlets and cooperation with various licensees. The joint venture with Compass Group, Selecta Group and Valora Group introduced Starbucks coffee corners into companies, schools, universities, bookstalls and even on trains, and the trend looks set to continue. The company is also constantly innovating, developing platforms for mobile and online ordering and payment in ord...

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