

Subway Systems DO Brasil Ltda in Consumer Foodservice (Brazil)

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Abstracts

Subway registered an increased value share within chained consumer foodservice in 2013, up by one percentage point compared with the previous year. The key reasons behind the good performance of this brand both in 2013 as well as during the review period stemmed from outlet expansion through new franchise stores, marketing campaigns and the affordable prices of combinations within its menu offering.

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