

Trotter Restaurant SRL in Consumer Foodservice (Romania)

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Abstracts

Trotter Restaurant is the owner and operator of the brands La Mama in full-service restaurants and Cafepedia in cafés/bars. La Mama is a concept with resonance in the domestic consumer foodservice as the first brand to develop as a chain in full-service restaurants. It benefits from strong consumer recognition due to an informal atmosphere, tasty food and affordable prices. Young professionals in Bucharest are the target segment. Production of part of the fresh food and the standardised appearan...

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