

TTFB Co Ltd in Consumer Foodservice (Taiwan)

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Abstracts

TTFB Company aims to provide standardised foods in outlets in Taiwan and expand to more than 100 outlets in 2014 in Taiwan and China. Owning three brands, TTFB Company targets consumers of different age groups. Its outlets are typically located in the largest six cities in Taiwan, so the company will develop its presence within Asian full-service restaurants in smaller cities. TTFB Company plans to launch new brands in Asian full-service restaurants.

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