

# US Food Network SA in Consumer Foodservice (Romania)

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## Abstracts

US Food Network SA is the franchisee of Yum! Brands for KFC. The company, by far the biggest franchised company in consumer foodservice in Romania, ranked second overall in value sales terms in 2013. Further development is anticipated through new outlet openings in Bucharest, but also other parts of the country. Special attention will be directed to drive-through outlets. The intention to open 3-5 new outlets annually in the forecast period is expected to propel the company and KFC to the top...

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