

Wal-Mart de México SA de CV in Consumer Foodservice (Mexico)

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Abstracts

Wal-Mart de Mexico is by far the largest grocery retailer in the country, and one of the strongest players in consumer foodservice, thanks to its VIPs, Ragazzi and El Porton chains of full-service restaurants and Cafe San Remo specialist coffee shops. Backed by the unmatched financial power of Wal-Mart, VIPs and El Porton form the third largest consumer foodservice network in terms of retail sales.

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