

Yasar Dondurma ve Gida AS in Packaged Food (Turkey)

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Abstracts

Yasar Dondurma, through its Mado Cafe brand in the foodservice market, is planning to reach 369 outlets and TL952 million turnover in 2015. It plans to expand through franchising and to reach 85 outlets abroad and open 508 outlets in Turkey over the forecast period. The company is expected to focus on launching new hot and cold beverages which are traditional and natural with no preservatives.

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