Beat: Business

FIRST BURGER KING RESTAURANT OPENS IN IVORY COAST

DUE TO BRAND GLOBAL GROWTH STRATEGY

PARIS - MIAMI, 02.12.2015, 15:42 Time

USPA NEWS - The Burger King brand, the second largest fast food hamburger chain in the world, today announced the opening of the first Burger King restaurant in Abidjan, Ivory Coast. The restaurant is located in CFAO PlaYce Marcory Shopping Mall, which opens to shoppers on December 10...

The Burger King brand, one of the largest fast food hamburger chain in the world, just announced the opening of the first Burger King restaurant in Abidjan, Ivory Coast. The restaurant is located in CFAO PlaYce Marcory Shopping Mall, which opens to shoppers on December 10. The restaurant will be independently owned and operated through a franchise agreement with Servair Abidjan, a subsidiary of Servair, the third largest airline catering and logistics business globally and the category's leader on the African continent.

'We are proud to announce the opening of the first Burger King restaurant in Ivory Coast. This opening is part of the Servair international development strategy,' said Michel Emeyriat, president and chief executive officer of Servair.

Founded in 1954, the Burger King brand is the second largest fast food hamburger chain in the world. The original Home Of The Whopper, the Burger King system operates more than 14,000 locations in approximately 100 countries and U.S. territories. Almost 100 percent of Burger King restaurants are owned and operated by independent franchisees.

Source : Burger King

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Article online:
https://www.uspa24.com/bericht-6615/first-burger-king-restaurant-opens-in-ivory-coast.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Official Federal Reg. No. 7442619