

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

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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 MDSIV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

info@unitedpressassociation.org

info@gna24.com

www.gna24.com