



PRESS RELEASE

Veghel, 2 July 2014

'Plaza Food for All' restaurant format rated best in the Netherlands

The Out of Home Format Awards are given annually on the basis of market research agency GfK's survey of 6,000 consumers who have recently visited one of the many fast-food outlets in the Netherlands, from McDonald's to the corner snackbar. They are asked to rate some twenty aspects on both relevance and quality.

Plaza Food for All gets top score for fast service

Plaza Food for All was the winner in the fast-service category, with high scores for hospitality, price and quality. After coming third in 2013, Plaza Food for All has focused in the past year on hospitality and customer-friendliness by organising workshops and providing training courses for franchisees and staff. Its efforts have been greatly appreciated by customers and duly rewarded with the 2014 Format Award!

Soft-franchise format

Plaza Food for All is Sligro's soft-franchise with 79 outlets across the Netherlands. It's a restaurant for young and old, offering complete meals, burgers and salads alongside the traditional French fries and snacks, as well as special treats for children such as birthday books, gifts and colouring competitions.

Plaza Food for All combines the strength of a nationwide format and local enterprise. In this highly competitive market, it's the franchisee who makes the difference. The franchisee is the 'local hero', matching the menu and prices to the local market, and is supported by a range of activities within the national format.

<http://www.outofhome-shops.nl/15427/winnaars-gfk-out-of-home-formule-awards-bekend>
<http://www.plazafoodforall.nl>

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