

February 2013**对待中式快餐的态度 - China**

中国中式快餐店的市值占整个快餐行业的87.84%，其份额远超洋快餐。通过标准化和特许经营模式、主要品牌的多元化经营以及产品创新，将有更多中式快餐连锁店进入该市场与洋快餐店竞争，促进市场继续发展。中式快餐店的主要挑战来自西餐的一致性和上等品质。

September 2012**Attitudes towards Food Safety - China**

“As China’s food scares crisis persists, companies continue to seek effective strategies to ensure that their products do no harm. However, a food scare is a many-headed hydra – farmers, logistics suppliers, food manufacturers, packagers and retailers are all weak points in a very weak chain. Meanwhile, the central government ...

August 2012**Attitudes Towards and Usage of Domestic Fast Food - China**

“China’s domestic fast food restaurants (DFFRs) is worth 87.84% of the overall fast food sector by value, far exceeding foreign fast food. Through standardisation and franchise, the diversification of major brands, and product innovation this market will continue to develop with the introduction of more Chinese fast food chains ...