



As Seen In:

July 1, 2009

QSR Magazine

Circulation: 30,223 per month
Online Reach: 21,266 visitors per month



Villa Fresh Italian Kitchen Opens in a Hurry on Florida Turnpike

Villa Enterprises Management, a multi-concept quick-serve franchisor, recently opened three new Villa Fresh Italian Kitchen franchises on the Florida Turnpike with its newest multi-unit operator, international foodservice company Áreas. A fourth Villa Fresh Italian Kitchen location on the Florida Turnpike is expected to open next month.

The new proprietors had just seven hours to complete a significant redesign of three former Sbarro units and transform them all into Villa Fresh Italian Kitchen franchises in time for re-opening the next day.

"We couldn't have been more pleased when the arrangements were reached with Áreas, a leading international franchisee, and now Villa's newest multi-unit operator," says Nick Valavanis, VP of franchise operations for Villa. "But it meant that our team had less than nine weeks of intense planning to make this do-or-die transition happen—to get open three new stores literally overnight. We could not take the stores over until 12:01 am on Wednesday, June 3, and had to be re-opened by 7:00 a.m. the same day for business."

Villa used its team in Florida, along with local units, to prepare products in advance for distribution across the three newest Villa Fresh Italian Kitchen locations. Beginning at midnight on June 3, construction teams started their work on the redesign while the operations team unloaded all the essentials—equipment, food, smallwares, etc.—organized the facilities, set up the lines, and prepared products for serving the next day.

"This was a very exciting experience, to say the least," Valavanis says. "It took an almost superhuman company-wide effort to pull off and I couldn't be more proud to work with people who make something like this happen."

The three new Villa Fresh Italian Kitchens are located along the Florida Turnpike at the Turkey Lake Travel Plaza (mile marker 263, near Orlando), the Ft. Pierce Travel Plaza (mile marker 144, near Port St. Lucie), and the Pompano Travel Plaza (mile marker 65, near Pompano Beach.) The fourth location will be opening up in the Fort Drum Travel Plaza, about 45 miles north of Port St Lucie.

"The Florida Turnpike project is a great win for Villa Enterprises and provides us with excellent exposure on one of the busiest turnpikes in the nation," Valavanis says.



As Seen In:

July 1, 2009

Chainleader

Circulation: 16,152 per month
Online Reach: 70,081 visitors per month



Three Villa Fresh Restaurants Open on Florida Turnpike

Villa Enterprises opens three new Villa Fresh Italian Kitchen locations on Florida Turnpike in record time, part of \$200 million renovation project by Areas.

Villa Enterprises Management, one of the nation's fastest growing multi-concept quick service restaurant franchisors, today announced it has opened three new Villa Fresh Italian Kitchen franchises on the Florida Turnpike with its newest multi-unit operator, international food service company Áreas. A fourth Villa Fresh Italian Kitchen location on the Florida Turnpike is expected to open next month.

Transitioning an existing retail operation into a new Villa franchise location is nothing new for the Villa Enterprises team. However, in this case, the new proprietors had just seven hours to complete a significant "trade dress" of three former Sbarro units and transform them all into Villa Fresh Italian Kitchen franchises in time for re-opening the very next day. This required the management and staff of Villa Enterprises and their partners to rise to a level of speed, coordination, teamwork and dedication normally reserved for auto-racing pit crews.

"We couldn't have been more pleased when the arrangements were reached with Áreas, a leading international franchisee, and now Villa's newest multi-unit operator," said Nick Valavanis, VP franchise operations. "But it meant that our team had less than 9-weeks of intense planning to make this do-or-die transition happen-to get open three new stores literally overnight. We could not take the stores over until 12:01 am on Wednesday, June 3rd and had to be re-opened by 7:00 am the same day for business."

Villa utilized its team in Florida (along with local units) to prepare product in advance for distribution across the 3 newest Villa Fresh

Italian Kitchen locations. Beginning at midnight on June 3, construction teams started their work on the 'trade dress' while the operations team unloaded all the essentials; equipment, food, smallwares, etc., organized the facilities, set up the lines and prepared products for serving the next day.

"This was a very exciting experience, to say the least. It took an almost superhuman company-wide effort to pull off and I couldn't be more proud to work with people who make something like this happen," Valavanis stated.

The three new Villa Fresh Italian Kitchens are located along the Florida Turnpike at the Turkey Lake Travel Plaza (mile marker 263, near Orlando), the Ft. Pierce Travel Plaza (mile marker 144, near Port St. Lucie), and the Pompano Travel Plaza (mile marker 65, near Pompano Beach). The fourth location will be opening up in 30 days in the Fort Drum Travel Plaza, about 45 miles north of Port St Lucie.

"The Florida Turnpike project is a great win for Villa Enterprises and provides us with excellent exposure on one of the busiest turnpikes in the nation. Plus, it gives us the opportunity to be part of a \$200 million renovation project, coming in the next 12 to 18 months that will be showcased throughout the country," Valavanis concluded.

About Áreas USA

Áreas USA is part of Áreas S.A., which has been a leader in Spain and Latin America's hospitality and retail markets, in airports and railway stations and alongside highways, and since 1968. Áreas operates more than 1200 establishments worldwide. Áreas USA man-

ages a growing number of locations in the US, including at Miami International Airport, Orlando International Airport, Indianapolis International Airport, Detroit Metro Airport, San Jose's Norman Y. Mineta International Airport, Hartsfield-Jackson Atlanta International Airport, Indianapolis International Airport and Boston Logan International Airport among others. Áreas USA is proud to deliver its superior customer service to each and every traveler. More information can be found at www.areasusa.com