

VILLA

villa enterprises management



Fresh
ITALIAN KITCHEN

FOR IMMEDIATE RELEASE

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VILLA FRESH ITALIAN KITCHEN OPENS AT THE BORGATA IN ATLANTIC CITY

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Second Casino Opening In Two Months For Villa Enterprises

MORRISTOWN, NJ – Villa Enterprises and its affiliates, one of the country’s fastest growing franchisors of multiple restaurant concepts, is proud to announce the opening of a new Villa Fresh Italian Kitchen at the Borgata Hotel Casino and Spa in Atlantic City, New Jersey. The Borgata is a 2,000-room luxury casino-hotel that recently underwent a \$200 million expansion. Villa Fresh Italian Kitchen is located in “The Cafeteria,” a specialty food court area added during the expansion. The store opened for business on June 30, 2006, making it the second casino opening for Villa in two months, following Red Rock Casino in Las Vegas this April.

This store debuts Villa’s Pasta Sauté Station, where customers get to watch as their dish is made fresh. “We are very happy with the design and the success of the new pasta station at this location. The customers have responded with great comments and repeated business,” says Jeff Blaze, Regional Director – East for Villa Enterprises.



In the past five years, Villa Enterprises and its affiliates have more than doubled in size. Villa Enterprise and its affiliates now have over 300 stores in 38 states and six countries with approximately sixty percent of the locations being corporately managed. In addition to Villa and Cozzoli’s Pizza®, Villa Enterprises and affiliates operate Casa Java (sm) and the Everything Yogurt Brands, which include Green Leaf’s (sm), Bananas® and South Philly Steaks & Fries®.

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