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VILLA ENTERPRISES OPENS SEVENTH STORE IN ITALY WITH RECORD SALES

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Villa Pizza Comes To The Naples Suburb of Giugliano

MORRISTOWN, NJ – Villa Enterprises and its affiliates, an international franchisor of multiple restaurant concepts, is proud to announce the opening of a new Villa Pizza in Giugliano, Italy. Giugliano is a bustling suburb of Naples, located 15 miles outside of the city. It opened its doors for business on May 26, 2006.

The new store is located in Centro Commerciale Auchan, one of Europe’s largest shopping malls, with over 100 stores. Villa Pizza will be operated by Ernesto Coppola, Enzo della Monica, and Gaitano Chiantese. This store debuts a modern look that will be used in future Villa Pizza international locations and hosts a sitting area of 120 seats. In its opening week, this location broke the record for highest opening sales week in an international Villa location.

This is the seventh store in Italy for Villa Enterprises and its affiliates, and the second in the Naples metropolitan area. An eighth store in Italy, in Nola, is currently under development.



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 6 countries with approximately 60 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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