



villa enterprises management

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VILLA ENTERPRISES MOVES INTO NEW YORK TRAVEL PLAZAS

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Villa Enterprises enters partnership with Delaware North to open seven locations along the New York Thruway

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing franchisors of multiple restaurant concepts including Villa Pizza, Bananas, and Green Leaf’s, is thrilled to announce a new franchisee in Delaware North Companies Travel Hospitality Services. It will develop a total of seven Villa restaurants in four travel plazas along the New York Thruway. The stores will open in late 2006 and will launch the Villa brands to western New York.

Delaware North Companies Travel Hospitality Services has a successful 65-year history as a leading food, beverage, and retail operator in airports. In late 2005, the company was granted a 13-year, three-month contract by the New York State Thruway Authority to operate four travel plazas. The company is pleased to introduce Villa Pizza, Bananas, and Green Leaf’s in the region. “The intense traffic volume of the New York Thruway makes this a very high profile venue as we continue to expand in the transportation marketplace,” says Adam Torine, Vice President of Business Development for Villa Enterprises. The location of the seven stores will be along the Governor Thomas E. Dewey Thruway. This stretch of highway hosts more than 210 million passenger and 28 million commercial vehicles each year.

In the past five years, Villa Enterprises and its affiliates have more than doubled in size. Villa Enterprises and its affiliates now have over 300 stores in 38 states and six countries with approximately 60 percent of the locations being corporately managed. In addition to Villa and Cozzoli’s Pizza, Villa Enterprises and its affiliates operate Casa Java and the Everything Yogurt Brands, which include Green Leaf’s, Bananas and South Philly Steaks & Fries.

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