



villa enterprises management

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CONTACT: LESLIE DIXON JR.

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973-285-4800 x-6864

NEW VILLA FRESH ITALIAN KITCHEN OPENS AT THE ALIANTE CASINO AND HOTEL

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VILLA ADDS ANOTHER LAS VEGAS LOCATION

MORRISTOWN, NJ – Villa Enterprises Management Ltd, Inc. and its affiliates (Villa Enterprises), one of the nations fastest growing multi-concept franchisors, opened a Villa Fresh Italian Kitchen in the brand new Aliante Casino and Hotel.

The operator of this location is Franco Coceccarelli. Franco has been making pizza since he was 10 years old working with his father in Italy. He brought that expertise to the US and owned his own pizza restaurant in Southern California for ten years as well as having been the general manager of Lucianos Italian Restaurant in Las Vegas. “This is a beautiful new location here in Aliante and I am excited to have Villa Fresh Italian Kitchen be a part of it.” Franco Coceccarelli.

The Aliante Casino and Hotel is the newest member of the Station Casino brand. This complex, located in North Las Vegas, has a multiplex theater and boasts over 2,500 slot machines as well as gaming tables and a race and sports book. “The Las Vegas area has proven to be a strong location for Villa,” said Orion Zemene, Franchise Operations Consultant for Villa Enterprises, “Villa also has a great relationship with the Station Casino organization and I feel Franco and the Coceccarelli family will thrive in this exciting new location.”



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About Villa Enterprises

Naples, Italy native Michele Scotto founded Villa Enterprises Management based in Morristown, New Jersey, in 1964 as a tiny pizzeria next to the Ed Sullivan Theater in New York City. Villa has experienced exponential growth over the last decade and now has over 300 stores in 37 states and 5 countries. Villa operates four core brands, Villa Fresh Italian Kitchen – their flagship brand concept – as well as, Green Leaf's, Banana's and South Philly Steaks & Fries. The Villa brands are located in a multitude of locations from malls, airports, outlets, casinos and college campuses with its flagship store located in Times Square. Additionally, Villa Enterprises has begun to diversify its portfolio with the acquisition of several upscale full service restaurants in the New York City metropolitan area with diverse offerings including Italian cuisine, Upscale American Cuisine and Steakhouses.

25 Washington Street • Morristown, NJ 07960 • 973-285-4800 • Fax: 973-401-0121
www.villaenterprises.com