



villa enterprises management

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VILLA PRONTO PROMISES A QUICK TRIP AT BWI AIRPORT

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VILLA OPENS THE SECOND OF ITS VILLA PRONTO CONCEPT

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, has opened a new Villa Pronto location in Baltimore Washington International Airport Terminal B. The brand new food court plays host to the second Villa Pronto location.

The Villa Pronto concept is an abbreviated version of the current Villa Fresh Italian Kitchen that can be rolled out where this is only a small space available. This new concept has a shorter training cycle for employees and is easier to maintain than a traditional Villa FIK. Great Foods LLC of Maryland is the new franchisee; they also operate the Villa Pizza in Terminal A of BWI as well.

“We are very excited about this new Villa Pronto. It represents many hours of product testing, system implementation and new recipe development. It also fits perfectly with Villas continued growth into airports, universities and train stations. We anticipate a good response from this concept and look forward to opening more stores in the future”, says Mike Schreffler, Franchise Operations Consultant for Villa Enterprises.

Villa Enterprises and its affiliates now have over 300 stores in 38 states and 6 countries. In addition to Villa Fresh Italian Kitchen, Villa Enterprises operates Casa Java and the Everything Yogurt Brands, which include Green Leaf’s, Bananas and South Philly Steaks & Fries.

