



villa enterprises management

FOR IMMEDIATE RELEASE

CONTACT: LESLIE DIXON JR.

DATE: April 14th 2008

973-285-4800 x-6864

VILLA INTRODUCES ITS NEW BAMBINOS SANDWICHES

* * *

NEW SNACK SIZED SANDWICHES HIT THE SPOT AT VILLA FRESH ITALIAN KITCHEN!

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, introduces their new Bambinos snack sized sandwiches. The Bambinos come in two varieties Italian Meatball and Chicken Caesar. These sandwiches are priced just right for a quick snack at \$1.99 each.

The Chicken Caesar Bambino consists of roasted chicken strips with romaine lettuce, Caesar dressing & grated Romano cheese. The Italian Meatball Bambino features our famous Villa meatballs covered with marinara sauce and grated Romano cheese, both sandwiches are served on either garlic or a Tuscan roll. The customers also have the option of choosing one of three new Bambino combo meals.

“The Bambinos are a savory grab and go snack that quenches your hunger and still has that authentic Villa taste,” says Regina Rodriguez, Marketing Manager for Villa Enterprises. The Bambino promotion is being supported in stores with multiple P.O.P. elements.



Villa Enterprises and its affiliates now have over 300 stores in 37 states and 5 countries. In addition to Villa Fresh Italian Kitchen, Villa Enterprises operates Casa Java and the Green Leaf’s Brands, which include Green Leaf’s, Bananas and South Philly Steaks & Fries.

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