



villa enterprises management

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VILLA ENTERPRISES FEATURED IN CHAIN LEADER MAGAZINE

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VP ADAM TORINE DISCUSSES VILLA’S CASINO LOCATIONS

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, has garnered a 2pg feature in the February 2008 issue of Chain Leader Magazine. Chain Leader, a key restaurant trade magazine, conducted an interview with Adam Torine, Vice President of Business Development for Villa Enterprises detailing Villa’s expansion into casino locations.

Adam was able to lend his insight into the great potential of casino locations. Villa opened its first casino location in 2001 inside of the Santa Fe Station Hotel and Casino in Las Vegas. Since then Villa has expanded to more casino locations in Las Vegas and Henderson Nevada as well as California and the Borgata Casino in Atlantic City New Jersey.

Torine noted there are many positives for a casino location such as later hours and higher consumer traffic but there were hurdles as well in the form of higher construction costs. Villa has decided to roll its dice with casino locations for the long haul as Torine adds, “Casinos are a great line extension. Where there is an opportunity we are going to seek it out and hopefully casinos seek us out as well.”

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 Green Leaf’s Brands, which include Green Leaf’s, Bananas and South Philly Steaks & Fries.

