



villa enterprises management

FOR IMMEDIATE RELEASE

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VILLA ENTERPRISES MOURNS LOSS OF CORPORATE CHEF

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CHEF DAVID ROSEN WAS HIGHLY RESPECTED THROUGHOUT THE FOOD INDUSTRY



MORRISTOWN, NJ – Villa Enterprises, one of the nation's fastest growing multi-concept franchisors, mourns the loss of its dear friend and colleague Corporate R&D Chef David Rosen. David M. Rosen died suddenly on the morning of April 15th, 2008 at his home in Kinnelon, NJ.

Rosen, whose lifetime ambition was to become a chef was born in Newark NJ and earned a culinary degree from Johnson & Wales University of Rhode Island. In 2006 Rosen became the Corporate Research & Development Chef for Villa Enterprises.

David's creativity, culinary background and business experience, along with his warmth and generosity made him an invaluable asset to Villa Enterprises. His legacy and influence spanned over 30 years and many diverse areas. Chef Rosen was one of only 2,000 chefs to be certified by the American Culinary Federation as a Certified Executive Chef. He was also a member of the Research Chef's Association as well as the Institute of Food Technologists.

The Villa Enterprises Family sends our prayers to David's wife Cheryl Winters-Rosen and his children Belinda and Ricky Rosen as well as his parents Marvin and Marlene Rosen. Chef David, as he was affectionately called, touched many lives and will be greatly missed by the entire organization.

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.

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