

VILLA

villa enterprises management

FOR IMMEDIATE RELEASE

CONTACT: LESLIE DIXON JR.

DATE: October 22th 2007

973-285-4800 x-6864



VILLA POURS IT ON WITH CLASSIC SAUCES ITALIANO

* * *

THREE NEW SAVORY SAUCES TO CHOOSE FROM

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, has introduced its Classic Sauces Italiano promotion at their Villa Pizza/Villa Fresh Italian Kitchen locations.

Classic Italian recipes form the basis for these three flavorful sauces. Pink Pomodoro consists of a cream based tomato sauce with chunks of ripe tomatoes and spiked with sharp Parmesan. Zesty Arrabiata is a rich tomato sauce touched with the heat of fiery crushed pepper and the Alfredo Primavera is a silky vegetable medley in a creamy Alfredo sauce. Each dish also comes with a delicious baked herb rosemary foccacia breadstick.

“Pasta can be light and delicate or rich and creamy and we have recreated three classics for our Classic Sauces Italiano promotion. Pasta has always been one of the great pleasures of the table and nothing satisfies the craving for Italian food quite like it” says Dave Rosen, Corporate R&D Chef for Villa Enterprises. The Classic Sauces Italiano promotion will run through January of 2008. This promotion will be heavily marketed at the store level using banners, counter cards, food tags, and a special menu translite, as well as buttons.

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.