



villa enterprises management

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CONTACT: LESLIE DIXON JR.

DATE: June 21st 2007

973-285-4800 x-6864

VILLA FULFILLS SPRING WISHES WITH ITS DELICIOUS SPRING DISHES

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Fresh • New • Light



MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, concluded its highly successful spring promotion Delicious Spring Dishes. Our Villa Pizzas and Fresh Italian Kitchen Brands, widely lauded for their use of fresh ingredients, took that concept one step farther by introducing three fresh, new, light choices.

The Delicious Spring Dishes featured were Chicken and Penne Primavera Entrée, Spring Spinach Salad and a Roasted Asparagus Balsamico Side Dish. All of these dishes were created to embrace the essence of spring with a menu full of healthy selections.

Warmer weather presents an opportunity to feature lighter offerings, which highlight spring’s bounty and provide a break from the traditional pizzeria menu. “This promotion’s success came from the emphasis on seasonal fresh vegetables that consumers demand as well as taking advantage of the seasonal asparagus market which added profitability”, says David Rosen, Corporate R&D Chef for Villa Enterprises.

In the past five years, Villa Enterprises and its affiliates have more than doubled in size. Villa Enterprises and its affiliates now have over 300 stores in 38 states and 5 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.

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