



villa enterprises management

FOR IMMEDIATE RELEASE

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VILLA’S BANANAS LOCATIONS STAY COOL WITH THE NEW FRULATI



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CREAMY VANILLA NON-FAT FROZEN YOGURT & FROSTIE TREAT CAN'T BE BEAT FOR SPRING!

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, introduces the new Frulati. This new frosty delight is a blend of our creamy non-fat frozen yogurt layered with our fruity Frostie. This one of kind combination is so smooth that an extra long spoon is provided to help customers dig in and enjoy!

The Frulati is the perfect cool treat as spring gives way to summer. The customer has the choice of combining any of our delicious Frostie flavors with any of our yogurt flavors yielding endless possibilities. “One of our most popular combinations is our Strawberries and Cream Frulati,” says Regina Rodriguez Marketing Manager for Villa Enterprises.” Rodriguez went on to say, “The vanilla frozen yogurt and strawberry Frostie combination is a top seller, but no matter which one you pick you can’t go wrong.”

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.

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