



villa enterprises management

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NEW VILLA FRESH ITALIAN KITCHEN OPENS IN THE HOUSTON PREMIUM OUTLETS

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VILLA ENTERPRISES ADDS EXPANDS INTO NEW OULET LOCATION

MORRISTOWN, NJ – Villa Enterprises Management **Ltd, Inc. and its affiliates (Villa Enterprises)**, one of the nations fastest growing multi-concept franchisors, has opened a Villa Fresh Italian Kitchen within the Houston Premium Outlets in Cypress, Texas.

The new Houston Premium Outlets sits on 75 acres and comprises 120 brand name and designer outlet stores, it is located 30 miles west of Houston. The Outlets are operated by Chelsea Outlets a division of Simon Property Group Inc. the largest U.S. public real estate company. Houston Premium Outlets is Chelsea's 47th Premium Outlet Center worldwide. The grand opening celebration runs through March 30th and features local musicians, giveaways, and store promotions.

“We feel that the new Villa Fresh Italian Kitchen will be a great addition to this outstanding new facility,” says Manuel Gonzalez Jr., District Manager, for Villa Enterprises, “The many great retailers here will make Houston Premium Outlets a thriving destination and Villa Fresh Italian Kitchen will be there to provide customers quality food and great service.”



About Villa Enterprises

Naples, Italy native Michele Scotto founded Villa Enterprises Management based in Morristown, New Jersey, in 1964 as a tiny pizzeria next to the Ed Sullivan Theater in New York City.

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Villa has experienced exponential growth over the last decade and now has over 300 stores in 37 states and 5 countries. Villa operates four core brands, Villa Fresh Italian Kitchen – their flagship brand concept – as well as, Green Leaf’s, Banana’s and South Philly Steaks & Fries.

The Villa brands are located in a multitude of locations from malls, airports, outlets, casinos and college campuses with its flagship store located in Times Square. Additionally, Villa Enterprises has begun to diversify its portfolio with the acquisition of several upscale full service restaurants in the New York City metropolitan area with diverse offerings including Italian cuisine, Upscale American Cuisine and Steakhouses.

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