



villa enterprises management

**FOR IMMEDIATE RELEASE**

**CONTACT: LESLIE DIXON JR.**

**DATE: October 6th 2007**

**973-285-4800 x-6864**

## **VILLA TOUCHES DOWN AT PHILADELPHIA INTERNATIONAL AIRPORT**

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, has opened a new Villa Fresh Italian Kitchen at the Philadelphia International Airport. The restaurant is located in Terminal A East.

This Villa concept is operated by franchisee Midfield Concessions Enterprises. MCE are experienced franchisors and currently have multiple concepts in the Detroit airport. They are planning to add another Villa FIK to Terminal B of Philadelphia International Airport in the near future.

The Philadelphia Airport Villa FIK is the second Airport location Villa opened within the same week, the other being the Boston Logan International Villa FIK. “Villa wishes Midfield Concessions Enterprises success on their new location and we look forward to many good years and many more locations to come”, says Mike Schreffler, Franchise Operations Consultant for Villa Enterprises.

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.

