



villa enterprises management

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VILLA OPENS 4 CONCEPTS IN 1 LOCATION

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VILLA ENTERPRISES PARTNERS WITH PHILADELPHIA PREMIUM OUTLETS

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, has added four units to its chain and only needed one location to accomplish that feat. The brand new Philadelphia Premium Outlets in Limerick, Pennsylvania now houses four of Villa’s restaurant concepts.

Villa now operates a Villa Fresh Italian Kitchen, Green Leaf’s, Bananas and South Philly Steak and Fries within the Premium Outlets 5 unit food court. This is the first time that Villa has had a grand opening for four brands in the same location. The South Philly Steak & Fries concept is corporately owned while the other 3 concepts are owned by franchisee Erik Dougherty.

Outlet centers locations have become a new growth area for Villa Enterprises over the last two years. “We are excited to be a part of another successful Simon-Chelsea development, we feel our family of brands will be a tremendous success in this new location”, says Adam Torine, Vice President of Business Development 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.

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