

VILLA

villa enterprises management

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VILLA'S SOUTH PHILLY STEAK & FRIES LOCATIONS SIZZLE WITH ITS NEW PHILLY FAJITA SANDWICH

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HOT & SPICY NEW TASTE FOR THE WINTER

MORRISTOWN, NJ – Villa Enterprises, one of the nation's fastest growing multi-concept franchisors, introduces the new Philly Fajita Sandwich at its South Philly Steaks & Fries locations. This new sandwich mixes the spicy flavor of a southwestern style fajita with a classic Philadelphia steak and cheese sandwich to produce a one of a kind taste.

The sandwich features grilled peppers & onions, chipotle Monterey jack cheese, sliced tomatoes and a special chipotle citrus dressing. The Philly Fajita Sandwich is offered with either steak or chicken.

The Philly Fajita promotion will run until February 2008 and is supported in the stores with counter cards, menu posters and static clings. "The Philly Fajita has a great combination of flavors that will make this sandwich a very popular choice for our customers", says Regina Rodriguez, Marketing & Operations Manager for Villa Enterprises.



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