



villa enterprises management

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**VILLA’S SALAD CONCEPTS FIND SUCCESS WITH PICK & MIX SUPER VALUE!**

**PICK & MIX SALADS SUPER VALUE! IS A HIT WITH CUSTOMERS**

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MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, has recently completed its Pick & Mix Salad Super Value National Promotion. The Pick & Mix Salad Super Value! was promoted in Villa’s Green Leaf’s and Everything Yogurt & Salad Café concepts. This promotion allowed the customers to pick their own greens, add any four toppings and finish with a dressing all for one price.

This Super Value! Promotion gave the customer a variety of choices and was promoted throughout the Green Leaf’s and Everything Yogurt & Salad Café concepts with posters, buttons, counter cards, and banners. “The beauty of this promotion was that the customer could make their own salad knowing up front what the final price would be,” says Regina Rodriguez, Marketing Manager for Villa Enterprises.

In the past five years, Villa Enterprises and its affiliates have more than doubled in size. Villa Enterprises now has over 300 stores in 38 states and 5 countries with approximately 60 percent of the locations being corporately managed. In addition to Villa and Cozzoli’s Pizza, Villa Enterprises and its affiliates operate Casa Java and the Everything Yogurt Brands, which include Green Leaf’s, Bananas and South Philly Steaks & Fries.

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