



villa enterprises management

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VILLA FRESH ITALIAN KITCHEN GROWS IN MONTERREY, MEXICO

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VILLA OPENS ITS 4th LOCATION IN THE STATE CAPITOL OF NUEVO LEON

MORRISTOWN, NJ – Villa Enterprises, one of the nations fastest growing multi-concept franchisors, has opened a new Villa Fresh Italian Kitchen in Monterrey, Mexico. Monterrey, a thriving business and industrial city with over 3.8 million inhabitants, has proven to be a great fit for Villa’s 4th regional location.

Villa’s newest location is in the Plaza Fiesta San Agustin near one of the city’s thriving business centers. The location is the latest Villa Fresh Italian Kitchen operated by Jorge Arenal and Rodrigo Montemayor. “Jorge and Rodrigo have proven to be great operators, we wish them continued success as they expand the Villa name throughout Mexico”, says Michael Schreffler, Villa Enterprises Franchise Consultant.

This San Agustin Mall Villa Fresh Italian Kitchen now becomes Villa’s 4th location in the state of Nuevo Leon and the 7th overall location in Mexico. Monterrey has proven to be a strong market for Villa within Mexico because of its strong economic base. The brand recognition from having 3 pre-existing Villa locations in the city has helped the new restaurant off to a flying start. There are plans in the future for even more Villa locations in Monterrey.

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. 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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