



villa enterprises management

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VILLA FRESH ITALIAN KITCHEN GETS A BRAND NEW LOOK AND LOCATION IN SALISBURY, MARYLAND

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VILLA CONTINUES IT'S PLAN TO UPDATE OLDER STORES

MORRISTOWN, NJ – Villa Enterprises Management **Ltd, Inc. and its affiliates (Villa Enterprises)**, one of the nations fastest growing multi-concept franchisors, has opened a new Villa Fresh Italian Kitchen in The Centre at Salisbury Mall located in Salisbury, Maryland.

The Villa Pizza was a fixture in Salisbury Mall for over a decade. Villa Enterprises continued its aggressive plan to update all of its older locations by moving the Salisbury location to another part of the mall and building a brand new Villa Fresh Italian Kitchen. This becomes the second VFIK in the Maryland/Virginia market.

“We feel that the new look and location will help Villa Fresh Italian Kitchen to continue its success here in The Centre at Salisbury,” says Bob Madsen, District Manager, for Villa Enterprises, “This mall is in a great location right in route to the beaches of Ocean City, it is also in close proximity to gaming, shows and Salisbury State University.”



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.

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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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