



villa enterprises management

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VILLA CONTINUES ITS MIDDLE EAST EXPANSION IN KUWAIT

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VILLA OPENS NEW VILLA FRESH ITALIAN KITCHEN TO RAVE REVIEWS

MORRISTOWN, NJ – Villa Enterprises, one of the nations fastest growing multi-concept franchisors, has opened a new Villa Fresh Italian Kitchen in Salmiya, Kuwait. Salmiya is considered Kuwait’s major commercial and cultural center and benefits from being located just 12 kilometers southeast of the nation’s capital Kuwait City.

Villa’s newest location is located in the Salmiya city bus terminal, the districts busiest transportation hub. This new Villa Fresh Italian Kitchen location is owned by Wafer Food Services, an experienced restaurant operator in the gulf region. “The bus terminal is located on one of busiest streets in Salmiya, and even though there are other American franchises in town, Villa Fresh Italian Kitchen will thrive because of the quality product and service”, says Amer Bakri of Wafer Food Services.

Salmiya is recognized as a flagship city in Kuwait due to its recent modernization and the vast amount of ongoing commercial development, it is also well known as one of the premier shopping districts in Kuwait. “So far the new location has surpassed all of our expectations, Wafer Food Services is planning to open more locations in Kuwait very soon”, says Orion Zemene, Franchise Operations Consultant for Villa Enterprises.



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

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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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