

VILLA

villa enterprises management

**FOR IMMEDIATE RELEASE**

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**GREEN LEAF'S SUMMER CAESARS ARE PERFECT FOR THE SEASON**

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**REFRESHING TWIST ON THE CAESAR SALAD ONLY AVAILABLE FOR A LIMITED TIME**



MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, introduces Summer Caesars at its Green Leaf’s restaurants to help beat the heat. The Summer Caesars present three tasty choices to enjoy a light and healthy meal.

The Summer Caesars consist of Romaine lettuce, shaved Parmesan Cheese, crunchy croutons and a homemade Villa signature dressing. The customer has the option of choosing between three different toppings chicken, steak or shrimp mixed together and served with whole grain flat bread.

“Villa is offering a new spin on Caesars featuring our Signature Dressing which combines Roasted Red Pepper Pesto with Country Caesar for a delicious and unique topping that makes these salads extra special.” says Regina Rodriguez, Marketing Manager for Villa Enterprises. The Summer Caesars promotion will be in-stores between August 4<sup>th</sup> and September 15<sup>th</sup>.

**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.

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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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