



villa enterprises management

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## **NEW VILLA FRESH ITALIAN KITCHEN OPENS IN TANGERS OUTLET CENTER**

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**VILLA ENTERPRISES ADDS NEW LOCATION IN THE PITTSBURGH AREA**

MORRISTOWN, NJ – Villa Enterprises Management **Ltd, Inc. and its affiliates (Villa Enterprises)**, one of the nations fastest growing multi-concept franchisors, has opened a Villa Fresh Italian Kitchen within the Tangers Outlet Center in South Strabane Pa.

The new Tangers Outlet Center comprises 75 brand names and designer outlet stores and is located 20 miles south of Pittsburgh. The Outlets feature pastel-colored stores and colonial style architecture designed to be a throwback to Pennsylvania’s old carriage homes. Tangers Outlet Center will feature a ferris wheel, carousel, carnival games, prizes and fireworks for the grand opening.

“We feel that the new Villa Fresh Italian Kitchen will be very successful in this outstanding new facility,” says Jose Sierra, District Manager, for Villa Enterprises, “This is a great location for the outlets near the Meadows harness racing track, it is a very high traffic region and it will be a great opportunity to expose people to the Villa brand.”



### **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.

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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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