



villa enterprises management

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## **PRESS RELEASE**

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For Immediate Release

### **VILLA ENTERPRISES OPENS STATE-OF-THE-ART CORPORATE TEST KITCHEN**

*“Villa Fresh Food Lab” serves as R&D center for flavor exploration and menu development for entire portfolio of restaurant brands*

**November 25, 2008, Morristown, NJ**--Villa Enterprises Management Ltd, Inc. and its affiliates (Villa Enterprises), one the nation’s fastest growing multi-concept restaurant franchisors with 300 locations in 37 states and 5 countries, today announced the opening of Villa Fresh Food Lab, its new state-of-the-art test kitchen.

Villa Fresh Food lab is located at Villa Enterprises corporate headquarters in Morristown, New Jersey. The innovative testing facility serves as the company’s research and development center for flavor exploration, menu development, taste testing, etc. for Villa quick service restaurant brands (Villa Pizza, Villa Fresh Italian Kitchen, Bananas, Green Leaf’s and South Philly Steaks & Fries) as well as its full service restaurants located in the New York Metro area.

Villa Enterprises corporate chef Travis Young oversees operations for Villa Fresh Food Lab where “Pizza Light” and the popular Bambinos snack sized sandwiches were originally developed. “What’s unique about Villa Enterprises and the Villa Fresh Food Lab is that we can pull from our 44 years of culinary expertise across the breadth of our restaurant brands, both full and quick service,” Young says.

Villa Enterprises recently held an open house event for the public to tour Villa Fresh Food Lab and sample menu items from George and Martha’s American Grille, located in Morristown NJ. United States Congressmen Rodney Frelinghuysen (R-NJ) and the Mayor of Morristown New Jersey, Donald Cressitello, joined Villa Enterprises’ CEO Anthony Scotto and President Ben Scotto, along with the company’s founder Michele Scotto at the event.

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### About Villa Enterprises

Headquartered in Morristown, New Jersey, Villa Enterprises Management was founded by Naples, Italy native Michele Scotto in 1964 as a tiny pizzeria next to the Ed Sullivan Theater in New York City. Villa Enterprises has grown into an international organization comprised of over 300 locations in 37 US states and 5 foreign countries.

In addition to Villa Pizza – their flagship brand concept – Villa Enterprises operates four additional brands including Villa Fresh Italian Kitchen, Green Leaf's, Bananas and South Philly Steaks & Fries. Villa Enterprises brands are located in a multitude of locations including malls, airports, casinos, college campuses and outlet centers, with its flagship Villa Pizza located in New York City's Times Square.

Additionally, Villa Enterprises has diversified its portfolio with the acquisition of several upscale full-service restaurants in the New York City metropolitan area, featuring diverse offerings such as Italian and American Cuisine as well as Steakhouses

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