



villa enterprises management

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VILLA EXPANDS AGAIN IN MEXICO

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NEW VILLA FRESH ITALIAN KITCHEN OPENS IN MONTERREY MEXICO

MORRISTOWN, NJ – Villa Enterprises, one of the nation’s fastest growing multi-concept franchisors, has opened a new Villa Fresh Italian Kitchen in the Valle Oriente Mall located in Monterrey, Mexico.

The new Villa location in Valle Oriente Mall is franchised by Jorge Arnal and Rodrigo Montemayor. Valle Oriente is a very upscale mall and is in close proximity to the business district. This is the 3rd Villa location for them in Monterrey; they also operate Villa locations in the Cumbres Mall and the Citadel Mall. There are already plans for another Villa location in nearby San Augustine.

“We had an outstanding opening weekend and received very positive customer feedback about the product and the service. Jorge and Rodrigo are great operators and the people of Monterrey are becoming very familiar with the Villa Fresh Italian Kitchen name”, says Mike Schreffler, Franchise Operations Consultant for Villa Enterprises.

Villa Enterprises and its affiliates now have over 300 stores in 38 states and 6 countries. In addition to Villa Fresh Italian Kitchen, Villa Enterprises operates Casa Java and the Green Leaf’s Brands, which include Green Leaf’s, Bananas and South Philly Steaks & Fries.

