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Villa Fresh Italian Kitchen Opens In Veracruz, Mexico

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Villa Continues With Aggressive International Expansion Plans

MORRISTOWN, NJ – Villa Enterprises and its affiliates, an international franchisor of multiple restaurant concepts, is proud to announce the opening of a new Villa FIK in Veracruz, Mexico

The city of Veracruz is the first location for Villa in the country of Mexico. Located in The Plaza Las Americas, the premiere mall in the Veracruz area, has given the concept some great exposure.

“Villa is a successful concept that is a natural fit for the people of Mexico. Villa offers a strong brand with a variety of products not seen very much in my country” says Carlos Capo, “We feel we will be very successful in Mexico because the product is outstanding and the quality is excellent.”

The operating group (Villa de Mexico) is a family partnership of Carlos Ramirez Capo, Alberto Ramirez Capo and Anel Ramirez Capo. The Capo family business was started by their Grandfather many years ago when he came to Veracruz, and is now in the 3rd generation. Villa is proud to have joined in such rich successful tradition.

“Mexico is a fantastic opportunity for us” says Nick Valavanis Director of Franchise Operations for Villa Enterprises. “With the growing middle class and their increase in disposable income the mall business has shown substantial growth and our concept is an ideal fit for the mall as well as the Mexico market.”



In the past five years, Villa Enterprises and its affiliates have more than doubled in size. Villa Enterprise and its affiliates now have over 300 stores in 38 states and 6 countries with approximately 60 percent of the locations being corporately managed. In addition to Villa and Cozzoli's Pizza®, Villa Enterprises and affiliates operate Casa Java (sm) and the Everything Yogurt Brands, which include Green Leaf's (sm), Bananas® and South Philly Steaks & Fries®.