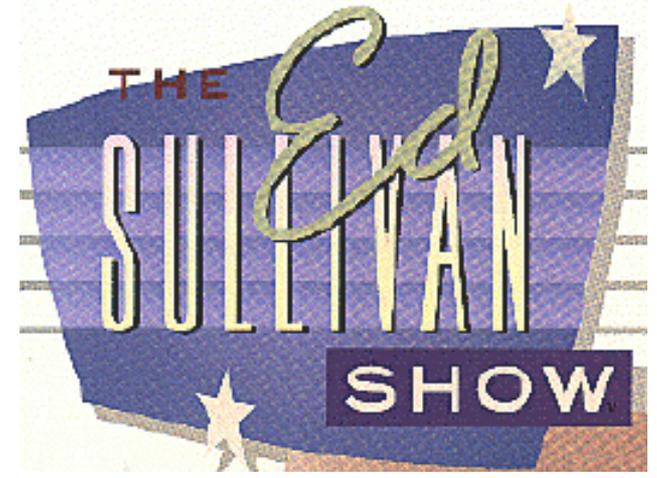
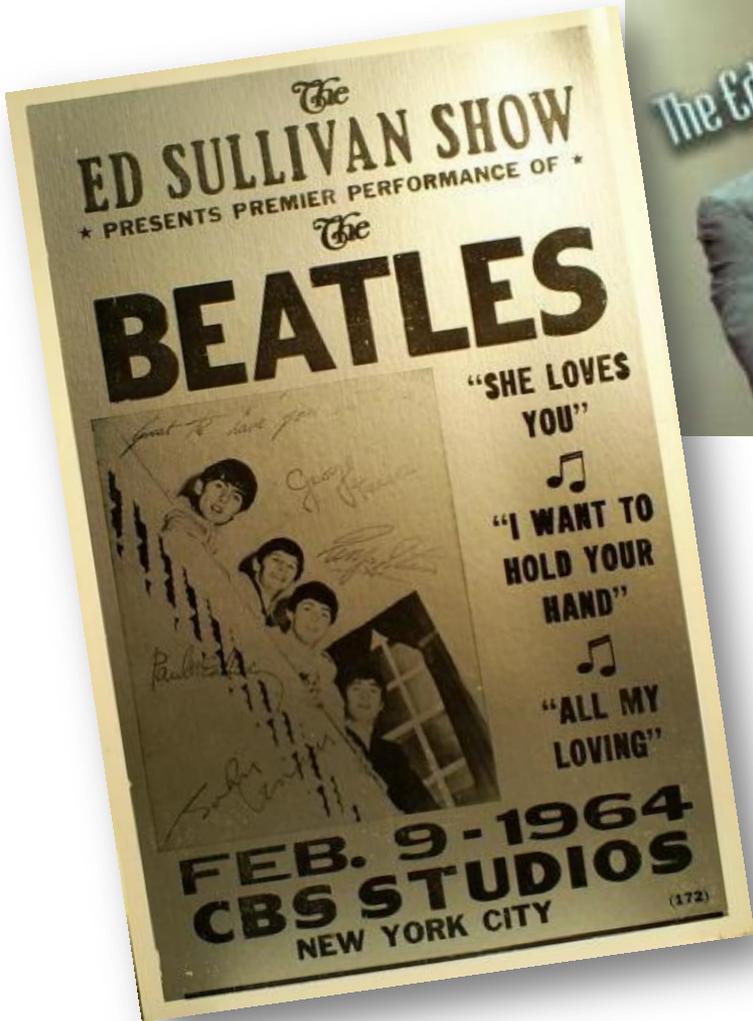




Taste Our Heritage ... Made Fresh Daily!



Founded in 1964 by Naples, Italy native Michele Scotto as a small pizzeria next to the Ed Sullivan Theater in New York City.

Today Villa Enterprises Management is a global multi-concept restaurant franchisor with 225 Villa Fresh Italian Kitchen concepts locations across 38 U.S. states and 7 countries.



Authentic Italian, fresh, from our table to yours.

Baked Ziti



• PRODUCT OF ITALY •



Lasagna



Fresh
ITALIAN KITCHEN



What does “*Made Fresh Daily*” mean to us?

Dough that is made by hand on location, produce is delivered fresh and prepped daily.
Our sauces simmer and our sauté sizzle, and that is the Villa point of difference.



Most concepts would be content with frozen pre-fabricated food products, however, we pride ourselves on the fact that with a little extra labor we can provide consumers with a product they come back for time and time again.

~ Biagio Scotto



Why partner with Villa?



Fresh
ITALIAN KITCHEN



- **Offering Four Concepts with Co-Branding Opportunities**
- **45+ Years of Restaurant Operations Experience**
- **Private, Family-Owned / Operated and Debt-Free**
- **Balance of Corporate and Franchised Locations**
- **Highly Experienced Management Team**
- **Flexible and Innovative Store Designs**
- **Diverse Menu Options**
- **High Quality Product Standards**

Villa Enterprises Management



- **Corporate Headquarters in Morristown, New Jersey**
- **Privately Held Company**
- **350 Multi-Concept Units:**
 - **55% Corporate**
 - **45% Franchise**
- **\$160 Million in Revenue**
- **Domestic Operations in 37 States**
- **International Operations in 8 Countries:**
 - **Mexico** **Azerbaijan**
 - **Puerto Rico** **United Arab Emirates**
 - **Italy** **Turkey**
 - **Kuwait** **Dubai**
- **2010: Opened 30 Units**
- **2011: Opened 30 Units**
- **2012: 57 Projected Openings**
- **2013: 62 Projected Openings**

Current Venues

- Malls
- Outlet Centers
- Street Locations
- Airports
- Casinos
- Colleges & Universities



Sands Casino
Master Leased Food Court
Bethlehem, Pa





Prudential Center
4 Concessions
Home of the NHL NJ Devils





Borgota Hotel and Casino
Atlantic City





Kuwait Bus Terminal
Kuwait City





Newark International Airport
Terminal A





Menu

Delicious variety of Pizza



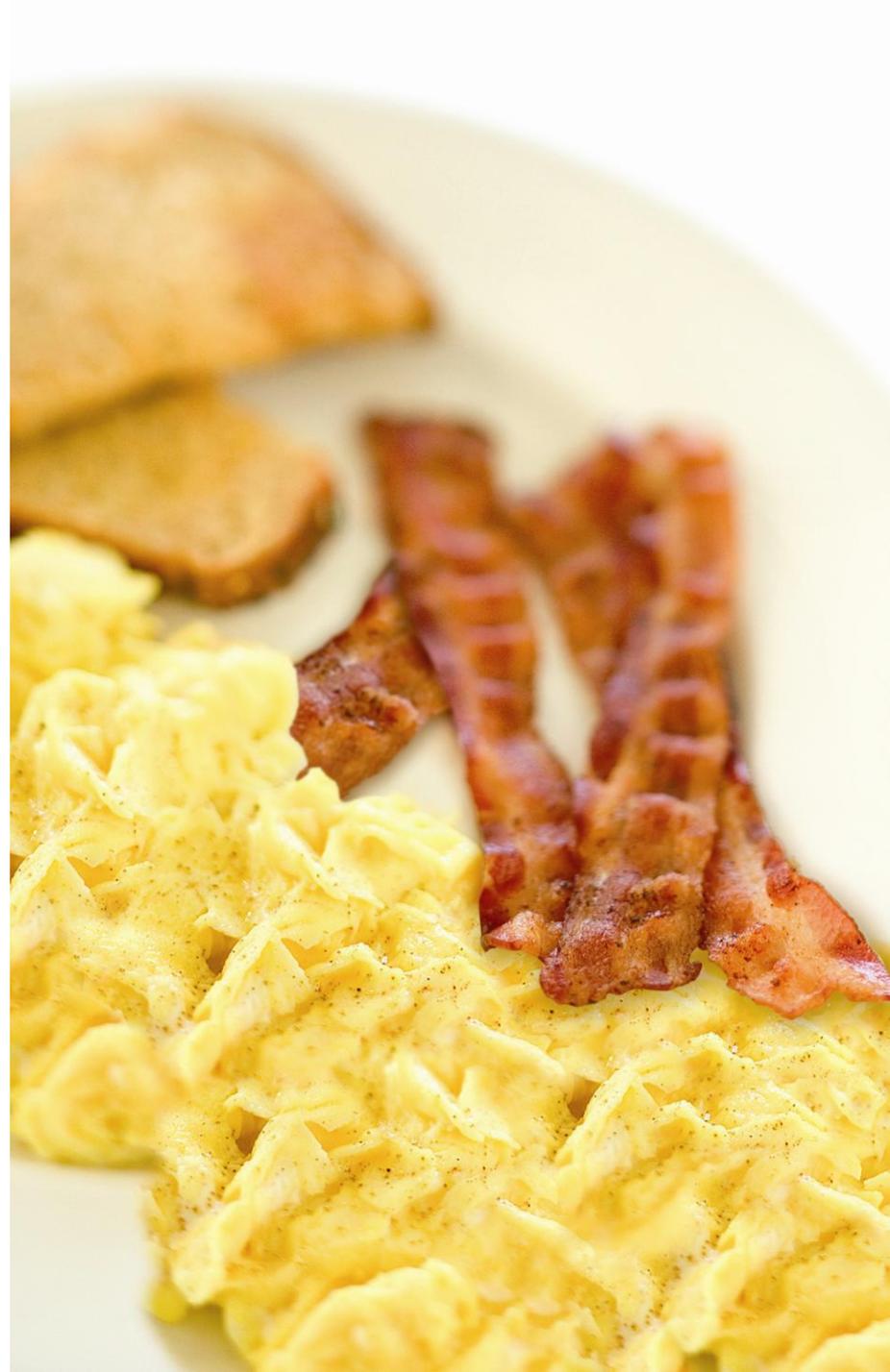
Sicilian, Stuffed and Neapolitan

Authentic Italian Entrees



Lasagna, Baked Ziti,
Spaghetti and Meatballs

Breakfast Program



Breakfast Stromboli

Veggie Deluxe Egg, Meat and Cheese

Breakfast Sandwiches

Egg, Meat and Cheese on a variety of bread options

Full Breakfast

Eggs Breakfast Potatoes Pancakes & Toast

Continental Choices

Yogurt	Fresh Fruit	Cereals
Muffins	Danish	Loaf Cake
Bagels	English Muffins	Croissants

Beverages

Coffee Tea Juice

Grab and Go

Variety of options available



Fresh
ITALIAN KITCHEN



villa
breakfast

FRESH BAGELS & COFFEE AVAILABLE!

PIZZA - PASTA
villa
RESTAURANT - SALERNO



villa
breakfast

Served daily 5 AM to 10 AM

Breakfast Combos

- 2 eggs, potatoes & toast
\$
- 2 eggs, potatoes, bacon, sausage or ham & toast
\$
- 2 eggs, 2 pancakes & bacon, sausage or ham & toast
\$
- Large coffee and a muffin
\$

Sandwiches
Egg & cheese with bacon or sausage on a roll
\$

We have freshly brewed coffee and a wide selection of juices every day

Stromboli
Regular*, Deluxe or Veggie Breakfast Stromboli
\$

*Choose from Sausage, Ham or Bacon all come with Egg and Cheese.



All Menu Items Made

Fresh



Rio Hondo, Puerto Rico



Barceloneta, Puerto Rico

Home Office Support



Purchasing, Construction and Marketing



Business Development and Legal

Marketing and Product Development

Tangy BBQ Sauce covered with Smoked Beef Brisket, Cheddar & Jack Cheeses topped with French Fried Onions

BRISKET BBQ PIZZA

Includes **FREE** side of cole slaw

Fresh. New. Light.
Delicious Spring Dishes!

Chicken & Penne Primavera 5.99 entrée
Chicken with asparagus & red peppers over penne in a light garlic sauce

Spring Spinach Salad 4.99 salad
Spring mix and spinach with eggs, bacon, asparagus & your choice of dressing

Roasted Asparagus Balsamico 2.99 side
Asparagus with balsamic dressing sprinkled with grated cheese

Includes **FREE** side of cole slaw

CLASSIC SAUCES ITALIANO

Choose from **3** savory sauces...

Pink Pomodoro Creamy pomodoro sauce with chunks of tomatoes

Zesty Amatriciana A rich tomato sauce with a touch of melted pepper

Alfredo Primavera Spaghetti made in a creamy alfredo sauce

\$

ENTRÉES WITH FOCACCIA BREADSTICK

Triple Play

STEP 1 Pick a Delicious Entrée

STEP 2 Pick Your Favorite Pasta

STEP 3 Pick a Fresh Veggie or Salad

A triple play of tastes, at one low price!
Select one item from each category.

All Triple Play dinners include a garlic roll.

Italian STREET FEST

Choose Your Sandwich!

Chicken Parmigiana

Italian Sausage with Peppers & Onions

Meatball Parmigiana

All sandwiches available with your choice of peppers & onions and mozzarella cheese.

Research & Product Development in our Test Kitchen



Marketing and Promotions

SCARE UP SOME FUN at villa

PIZZA • PASTA
STROMBOLI • SALADS

FOR a limited time DON'T FORGET to add a SPOOKY 32 oz. HALLOWEEN TWIST 'N GO CUP!

Twist 'N Go is a registered trademark of PepsiCo, Inc.

Celebrate the Season with villa

PIZZA • PASTA
STROMBOLI • SALADS

For a limited time, don't forget to add a 32 oz. Twist 'N Go Holiday Cup!

Twist 'N Go is a registered trademark of PepsiCo, Inc.

BE OUR GUEST

PIZZA • PASTA
STROMBOLI • SALADS

Fresh REWARDS

EMPLOYEE • CONSIDERATION PROGRAM • **15% OFF**

fresh ITALIAN KITCHEN

PIZZA • PASTA
STROMBOLI • SALADS

fresh ITALIAN KITCHEN

FREQUENT BUYER CARD

Buy 8 slices of Pizza & get the 9th one FREE!

1 2 3 4 5 6 7 8 free

Valid at Wheaton Plaza location only. Not valid with any other offer. One punch per visit.

FEDERAL RESERVE NOTE

THE UNITED SLICES OF AMERICA

L 37656240 E

50¢ OFF ANY PURCHASE OF \$5 OR MORE

L 37656240 E

6 **fresh** 6

6 *John A. Palumbo* 6

MALL EMPLOYEE OFFER

Valid only at participating locations. Not valid with any other offers or promotions. Offer expires 00/00/00.

Business Consulting Experience You can Trust

Business Consulting is about resolving your problems increasing your profits and positioning you for success!

In fact, our consultants average a minimum of at least 20 years of industry experience AND have owned at least one or more restaurants or have top caliber multi-unit experience. You can be confident that you're getting the best there is.

They can and will help develop effective business plans and advertising campaigns that are geared to increase sales and check averages.



John Croce
Greenleaf's
Deptford Mall, Deptford, NJ

"Villa has helped me increase sales by more than 40% since 2004... I have owned several franchises besides my Green Leaf's. NO franchisor that I have been associated with has come close to Villa in its commitment to its franchisees, their ability to drive sales and their competence."



Jorge Arenal & Rodrigo Montemayor
Villa Fresh Italian Kitchen
Area Developer Mexico

"We are grateful to be a part of this wonderful family and we truly appreciate the opportunity to venture into the Mexican market with such a great and knowledgeable partner."



Andrea Hachem,
President and CEO

Samir W. Mashni,
VP Business Development



Dean Hachem,
Director Airport Operations
Midfield Concession
Enterprises

"Midfield Concession Enterprises, (MCE) is a multi-concept food and beverage operator that has relationships with many franchise companies. We are very pleased with the commitment and support of the entire Villa Enterprises' team we think the Villa team is second to none."





Broward Mall
Plantation, Florida





Ridgmar Mall
Ft. Worth, Texas





Roseville, Galleria
Roseville, California





**Cincinnati
Premium Outlets
Monroe, Ohio**





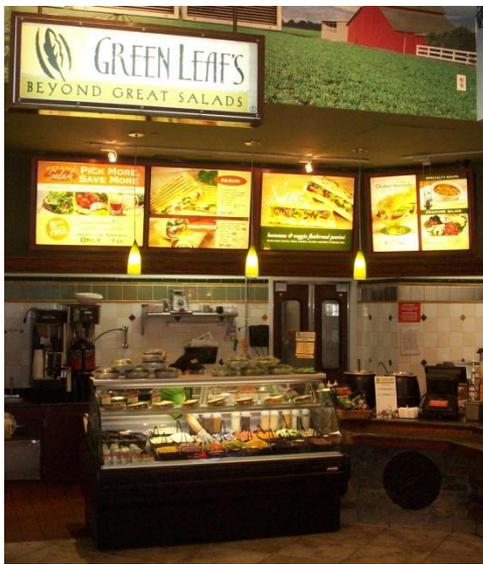
Lapalmera Mall
Corpus Christi, Texas





Plaza Real
Saltillo, Mexico





Times Square, NYC
42nd and 7th Ave







Philly steaks, fresh cut fries, hoagies & baked potatoes



The classic Philly Cheese Steak is the “hero” of this hearty concept, with an attention to detail clearly differentiating this authentic Philadelphia brand. The trade dress features an urban design with a brick counter front that includes a manhole cover. To add to the ambiance is metal I-beam frame workings, a miniature Liberty Bell, scenic Philadelphia cityscape graphics and rich, hearty colors.



SOUTH PHILLY
Steaks & Fries

Granite Run
Media, Pennsylvania





West Gate Mall
Spartanburg, South Carolina

Jersey Shore Premium Outlets
Tinton Falls, New Jersey







Green Leaf's - Beyond Great Salads!

Founded in 1976, Green Leaf's continues to offer guests a healthy meal made from the freshest, top-quality ingredients that's the perfect alternative to fast foods. Green Leaf's "Pick & Mix" salad bar offers dozens of fresh ingredients and countless possibilities to make sure our customers get exactly what they want. A garden fresh salad made to their taste and tossed especially for them.

But Green Leaf's is truly Beyond Great Salads! Our fresh wraps and grilled paninis will satisfy any appetite. At Green Leaf's the possibilities are truly endless!



**Sawgrass Mills
Plantation, Florida**



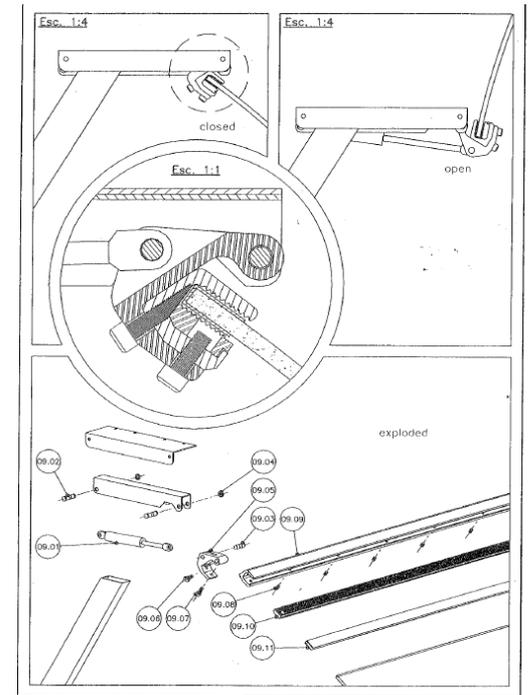
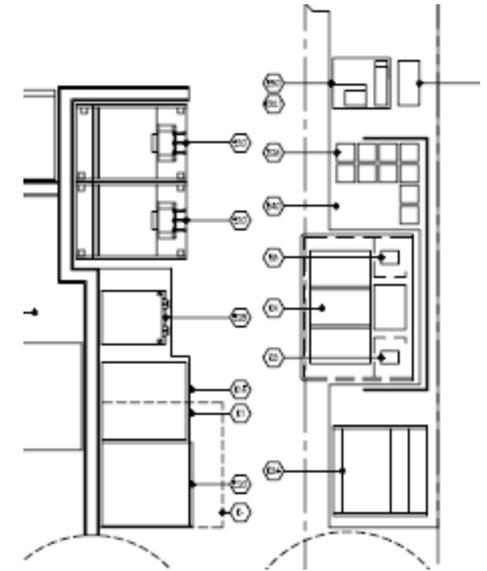
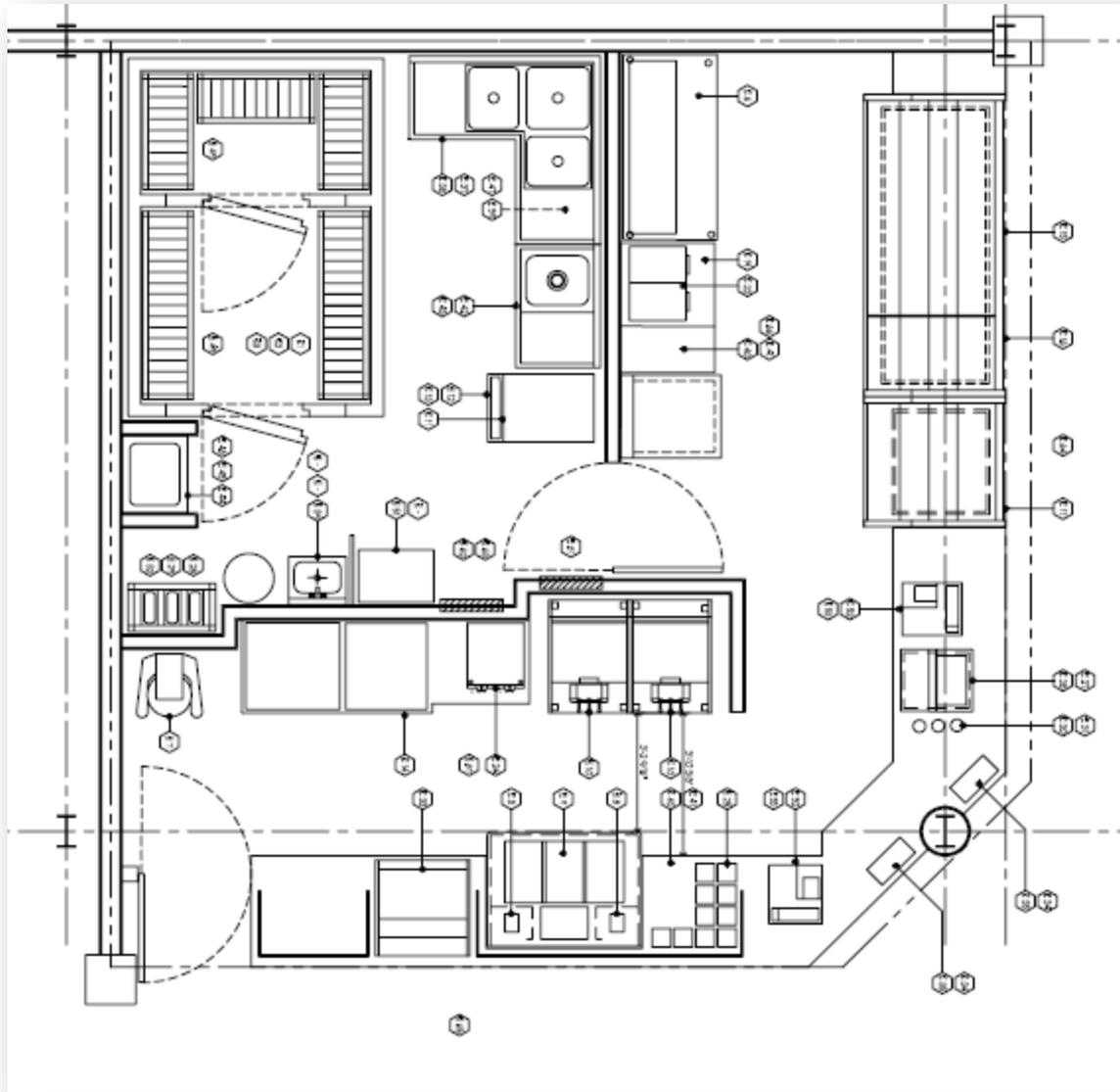


Dulles Airport
Vienna, Virginia

Cleveland Airport
Cleveland, Ohio



Greenleaf Kitchen Design Prototype



Smoothies & Frozen Yogurt
bananas  SM



Frozen Yogurt, Toppings and Treats

Refreshing smoothies, hand rolled pretzels, cool fresh fruit frosties and delicious frozen yogurt are the perfect assortment of fun treats. Bananas will delight the entire family with products that offer traditional goodies and health conscious options as well.

Founded in 1979 as Everything Yogurt, Bananas has evolved to become the ultimate fun food! Treat yourself right...and go Bananas!



**Bridgewater Mall
Kiosk**
Bridgewater, NJ





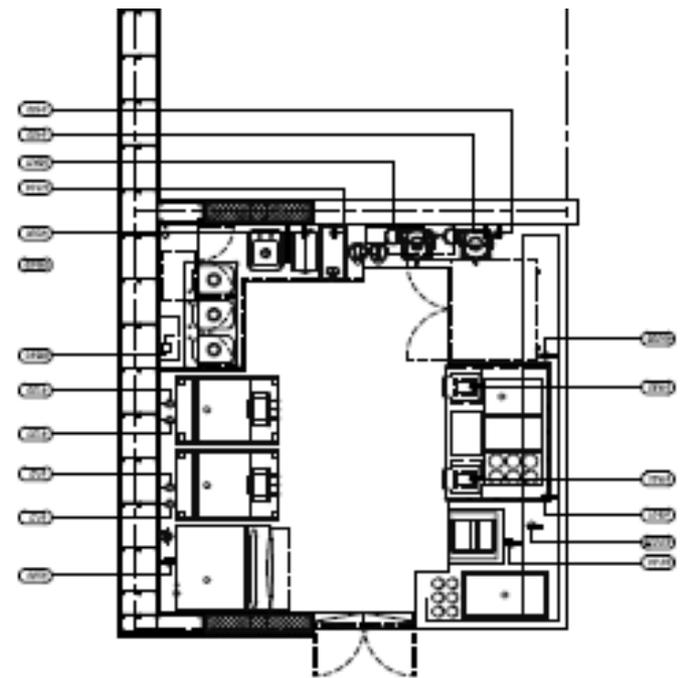
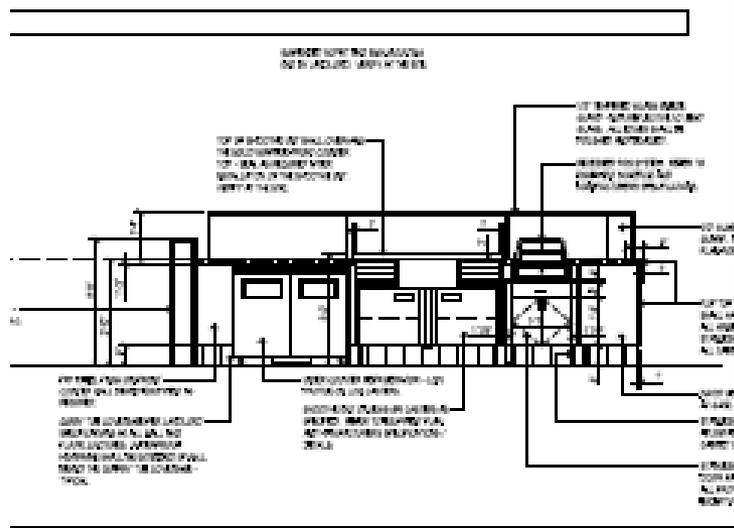
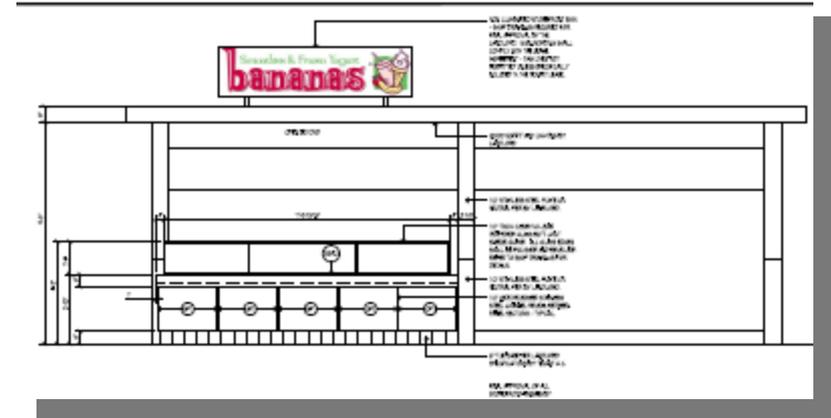
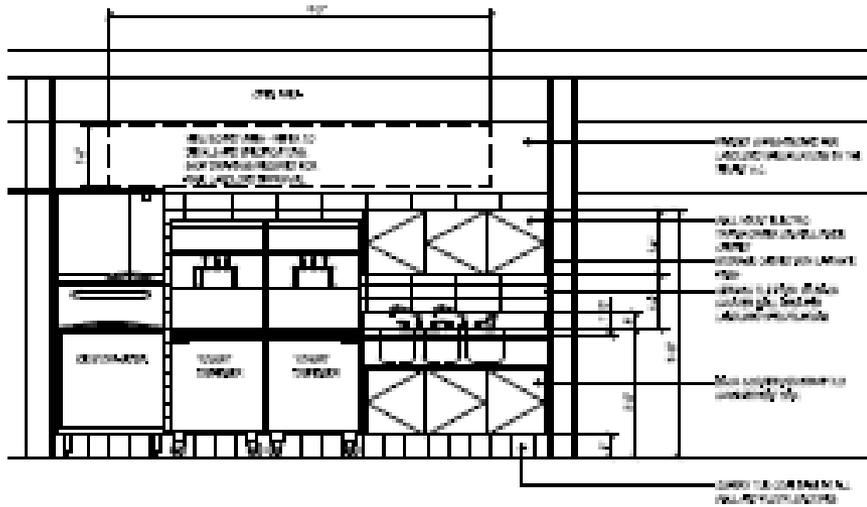
Garden State Plaza
Paramus, New Jersey



Sawgrass Mills
Plantation, Florida



Bananas Design Prototype





Fresh
ITALIAN KITCHEN

