

## Villa Enterprises Continues Restaurant Franchise Expansion in Middle East

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### Villa Fresh Italian Kitchen opens at Kuwait University

Villa Enterprises Management, one of America's fastest growing multi-concept franchisors, today announced it will continue strategic expansion into the Middle East with the opening of Villa Fresh Italian Kitchen on the campus of Kuwait University, one of the Middle East's highest ranking universities.

This news follows the recent opening of Villa Fresh Italian Kitchen at Salmiya, one of Kuwait's busiest commercial districts located twelve miles southeast of Kuwait City, and the announcement of three other Kuwait locations currently under construction.

Students in Kuwait have been very accepting of Westernized products and are quite familiar with American brands. "The presence of Villa Fresh Italian Kitchen at Kuwait University provides Villa Enterprises with a unique opportunity to assess how our brand functions in an international university setting," said Nick Valavanis, Villa Enterprises VP of Franchise Operations.

To accommodate the busy schedules of students, Villa Fresh Italian Kitchen at Kuwait University will place stronger sales emphasis on combo value meals and portable products, catering to students "on-the-go."

In order to meet the needs of a burgeoning cosmopolitan city and the rapidly growing student population, Kuwait University's 10-year "University City" project involves the construction of new facilities that will eventually accommodate up to 40,000 students -- and Villa Enterprises is pleased to be a part of their future.

"Whether in the US or abroad, building on college campuses is a very smart strategic growth vehicle for brands. Students are a captive audience, and once they try the brand and become loyal, they'll become your customer for life at the more traditional venues you operate," said Adam Torine, Villa Enterprises VP of Business Development.

Operated in partnership with master franchisee Wafer Food Services, a long-time restaurant operator in the Gulf region, Villa Fresh Italian Kitchen at Kuwait University will adhere to the same brand standards of US-based franchises, providing the finest and freshest pizza and Italian specialty products to its customers.

"Wafer Foods understands what it takes to bring an American brand to a foreign country. They're true professionals not only in store design and infrastructure, but helping us develop marketing and public relations strategies needed to educate Middle East consumers who are new to our brand," said Mr. Torine.

Villa Enterprises is one of America's fastest growing multi-concept franchisors, and has grown into an international organization comprised of locations on three continents with 300 franchises located in 37 US states and five foreign countries.

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