



PRESS RELEASE

CREMONINI GROUP: Fourth Roadhouse Grill opens today in Pordenone.

An estimated turnover of 1.5 million Euro.

Cremonini S.p.A. opened their fourth Roadhouse Grill in Zoppola, Province of Pordenone – Via Risera, 1 (SS13).

Roadhouse Grill is the only steakhouse chain in Italy and targets a large public, particularly families and is characterised by offering grilled meat in an informal atmosphere with table service.

The steakhouse covers an area of 800sq, 200 sittings, 8 video positions with satellite connection, American bar, games area and rooms dedicated to merchandising and life entertainment. Furthermore, there is parking space for over 200 vehicles.

The steakhouse is open to the public from 12.00 to 15.00 and from 19.00 to 24.00 and joins the other branches in Legnano, Rome and Bologna.

The menu is based on grilled meat; rigorously Italian, and the cut may be chosen by the patron directly at the meat counter and cooked in full view on an open grill in the dining room. A wide range of gastronomic specialities adapted to international tastes completes the menu. The average price per person ranges from 20 to 22 euro.

According to forecasts, 70,000 meals will be served a year by a staff of 30 employees and an estimated turnover of 1.5 million euro.

The Pordenone steakhouse is the fifth restaurant to open, a project that foresees the opening of a further 6 within 2003 and an estimated annual turnover of 16 million euro. Italy is the starting point for the development of the steakhouse chain across Europe.

Cremonini, with a workforce of over 4,850 employees, is one of the most important food groups in Europe, with activities focused in three business areas: distribution to the foodservice industry, production and restaurant services.

The Group, with total earnings of 1,589.3 million Euros in 2002, is the absolute leader in Italy in the marketing and distribution of food products to the food service industry (**Marr**), and in the production of beef and meat based products (**Montana**). It also has a considerable presence in the restaurant sector and, in particular, it is the leading company in Italy in on-board and railway station restaurant services (**Chef Express**).

Castelvetro di Modena, 30 may 2003