



## **PRESS RELEASE**

**ROADHOUSE GRILL ITALIA s.r.l. (Cremonini Group): the eleventh restaurant of the chain opens in Forlì.**

**Main dishes based on grilled meat, 180 table settings and 75,000 customers anticipated within a year.**

The Cremonini Group today opened a new steakhouse in Forlì bearing the Roadhouse Grill brand, a unique restaurant chain of its kind in Italy, which appeals to a wide public, particularly families, and is characterized by the offer of grilled meats in an informal ambience with table service.

The Forlì premises, the eleventh in Italy, is situated in Viale Vittorio Veneto 7, has 25 employees, covers 810 sq. m. on two floors with 180 table settings and has ample parking.

The steakhouse will be open to the public for lunch from 12.00 noon to 2.30 p.m. and dinner from 7.00 p.m. to 11.30 p.m. The menu is based on meat, grilled in view of the customers, completed by a wide variety of gastronomic specialities from the international kitchen adapted to European tastes. The average price per person is between 18 and 20 Euro.

According to the estimates around 75,000 meals will be served per annum, with an estimated turnover when fully operative of about 1,500,000 million Euro.

The Forlì steakhouse joins those in Legnano, Roma, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara and Bergamo. By the end of the year another 2 openings (in Verona and Padua) are anticipated, thus bringing the total to 13 steakhouses by the end of 2007.

Roadhouse Grill Italia S.r.l., a 100% subsidiary company of Cremonini S.p.A., has recently announced the acquisition of ownership and all rights connected with the Roadhouse Grill brand for 50 European countries from the American company Roadhouse Grill Inc. The objective of the operation is to further widen the chain at continental level, in addition to continuing with development in Italy, through a plan of openings to be achieved both through direct management and franchising. France, Switzerland, Germany, Spain and Russia are amongst the first target countries.

Roadhouse Grill, which now has 290 employees, earned revenues of 11.8 million Euro in 2006 (almost tripled compared to 4.3 million Euro in 2003) and served about 650,000 customers in its 10 current restaurants. It is estimated that a figure of a million customers served (+ about 54%) will be reached in 2007, with an expected turnover of over 20 million Euro (+55%).

The concept is to offer the clientele a vast assortment of unique meat-based grilled main courses (Rib eye, New York Strip, Filet Mignon, T-Bone Steak) accompanied by a choice of vegetables and followed by a selection of desserts, with the peculiarity of free peanuts available to customers at a number of points in the premises.

The meats served by Roadhouse Grill are Montana "branded" and originate from Inalca, a Cremonini Group company that guarantees the complete traceability of each individual cut.

**Cremonini**, with over 7,600 employees, 5,000 of whom are in the catering sector, is one of the largest food groups in Europe and operates in three business sectors: production, distribution and catering.

The Group, which had total revenues of 2,348.8 million Euro in 2006, is the absolute leader in Italy in the production of beef and meat-based transformed products (Montana) and the marketing and distribution of food products to the catering sector (MARR). It also has a significant presence in the catering sector and, in particular, the leadership in Italy in on-board train and railway stations catering (Chef Express). Finally the Group is in 2nd place in the Italian motorway catering market.

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