



PRESS RELEASE

ROADHOUSE GRILL (Cremonini Group): the sixteenth steakhouse in Italy opens today in Trezzano sul Naviglio (MI), the fourth in the Milan area after Legnano, Rozzano and Corbetta.

Expansion of the chain in Lombardy continues: the next openings are anticipated during summer in Corsico (MI) and Lissone (MI).

The Cremonini Group has today opened the sixteenth Italian steakhouse with the Roadhouse Grill brand in Trezzano sul Naviglio (MI). The chain, developed commencing from 2001, is characterised by an offer of grilled meat in an informal ambience, with table service, and is aimed at a wide public, with particular attention to families.

The premises are in Via C. Colombo no. 13 (Complanare Nuova Vigevanese, going out of Milan) and have a floor area of 520 square metres, with 145 seats and ample parking.

The steakhouse will be open to the public 7 days a week at the following times: for lunch from midday to 2.30 p.m. and dinner from 7.00 to 11.30 p.m. The menu, based on grilled meat cooked in view, is characterised by a wide variety of gastronomic specialities from the international kitchen adapted for European tastes. The average price per person is between 18 to 20 Euro.

According to the estimates, the 25 employees of the premises will serve around 100,000 meals per annum, with an average turnover when fully operative estimated at about 2.0 million Euro a year.

The Trezzano steakhouse is the sixteenth in Italy and joins those of Legnano, Rome, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara, Bergamo, Forlì, Verona, Padua, Carpi (MO) and Varese (Buguggiate). By the end of summer, with the next openings in Corsico (MI) and Lissone (MI), those in the Milan area will rise to 6. Roadhouse Grill had overall revenues of 23 million Euro in 2008, up by about 30% over 2007.

Roadhouse Grill, which to date has 440 employees, is developing an important plan of investment in human resources: the opening programme for this year envisages, specifically in northern Italy, 40/45 additional staff who, following adequate training, can fill the roles of Assistant Restaurant Manager and Restaurant Manager. Furthermore, the opening of the new premises will also result in the addition of operating personnel in the various duties totalling about 150 persons.

The concept offers the clientele a vast assortment of main grilled meat-based courses (Ribeye, New York Strip, Filet Mignon, T-Bone Steak) always served with a choice of side-dishes, followed by a wide selection of desserts. The peculiarity of free peanuts available to customers at a number of points on the premises characterises the Roadhouse Grill welcome.

The Trezzano premises, designed by Architect Massimiliano di Bartolomeo (Milan Mdb office), was designed by paying particular attention to the choice of the materials and colours with the interplay of light, colours and murals that characterise the ambience.

There is a permanent display of an artistic cow in the premises from the recent Capri "Cow Parade", the itinerant contemporary art show that Cremonini sponsored. The sculpture destined



for the Trezzano restaurant was created by the Milan artist Nicoletta Veronesi, and is entitled the *La vache qui rit*.

Cremonini, with over 8,200 employees, is one of the largest food groups in Europe and operates in three business areas: production, distribution and catering.

The Group is the leader in Italy in the production of beef and meat-based transformed products (Inalca JBS and Montana) and the marketing and distribution of food products to the food service sector (MARR). It also has a significant presence in the catering sector, commercial (Roadhouse Grill), on-board trains and in railway stations, airports and motorway service areas (Chef Express).

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