



## **PRESS RELEASE**

**ROADHOUSE GRILL (Cremonini Group): the loyalty programme commences and the Web community is born.**

**Expansion of the chain continues: a new steakhouse (the third in Veneto after Verona and Padua) is inaugurated in Vicenza.**

Roadhouse Grill, the first Italian steakhouse chain, which is characterised by an offer of grilled meat in an informal ambience with table service aimed at a wide public with particular attention to families, has launched **a loyalty programme for its more enthusiastic customers who can now become members of the Roadhouse Grill Club**. At the time of registration a free rechargeable card is assigned that permits the accumulation of points (one for every euro spent). The accumulated points, through an amusing formula with various goals, permits having a 10% discount on the amount spent, in addition to a series of exclusive benefits. The programme is extended to all premises of the chain from today: during experimentation in the first month over 35,000 membership cards were issued.

An important aspect of the programme is the creation of a dedicated area on the **roadhousegrill.it** site where, amongst other things, the members can check the available credit on their card. Thus the Roadhouse Grill web community is born, with the ambition of involving all grilled meat enthusiasts. The complete loyalty programme regulations are also shown on the site.

Meanwhile, Roadhouse Grill has inaugurated new premises in Vicenza, the third in Veneto after Padua and Verona. The restaurant is in Strada Padana 81, in the Verona direction, (near the Vicenza Ovest pay booth on the A4 autostrada): it covers a surface area of 680 square metres, with 145 seats, has a large free parking and will be open to the public 7 days a week (for lunch from 12.00 to 14.30, dinner from 19.30 to 23.30).

According to the estimates, the 35 employees in 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 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 15 to 20 Euro.

The new Vicenza steakhouse joins those of Legnano, Rome, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara, Bergamo, Verona, Padua, Carpi (MO), Varese (Buguggiate) Trezzano sul Naviglio (MI), Lissone (MB) and Corsico (MI). Furthermore, other openings in Segrate (MI), Bologna San Lazzaro and Modena are envisaged by the early part of 2010. Roadhouse Grill had overall revenues of 23 million Euro in 2008, up by about 30% over 2007.

An artistic cow is positioned in the new premises from the recent Capri "Cow Parade", the itinerant contemporary art show that Cremonini sponsored. The sculpture was created by the Naples artist Federica Cerami, and is entitled *Mucca di mare*.

Cremonini, with over 9,500 employees and 2008 revenues of 2,212.1 million Euro, 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 concession catering sector on-board trains and in railway stations, airports and motorway service areas (Chef Express). Finally, it is present in commercial catering with its steakhouse chain (Roadhouse Grill).

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Contact: Luca Macario - Tel. 059/75.46.30 - luca.macario@cremonini.com