



## **PRESS RELEASE**

**ROADHOUSE GRILL (Cremonini Group): the fifteenth steakhouse in Italy opens today in Varese, the fifth in Lombardy.**

**The next opening is planned for Trezzano sul Naviglio (MI) in early 2009.**

The Cremonini Group has today opened the fifteenth Italian steakhouse with the Roadhouse Grill brand in the immediate vicinity of Varese. The chain, developed in Italy commencing from 2001, is characterised by an offer of grilled meats in an informal ambience with table service and is directed at a wide public, in particular families.

The premises are near the Capolago roundabout, in the Buguggiate (VA) Municipality, alongside the new Hotel Capolago, and have a floor area of 740 square metres, with 150 seats and ample parking.

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

According to the estimates, the 30 employees at the premises will serve about 100,000 meals per annum, with an estimated turnover when fully operative of about 2.0 million Euro per annum.

The Varese steakhouse is the fifteenth in Italy and joins those in Legnano, Rome, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara, Bergamo, Forlì, Verona, Padua and Carpi (MO). The next opening is planned for Trezzano (MI), early in 2009.

Roadhouse Grill, which now has about 400 employees, is developing a plan for a major investment in human resources: the openings programme for next year envisages, in particular in Northern Italy, the employment of 40/45 persons who, after adequate training, will be appointed as Assistant Restaurant Managers and Restaurant Managers. Furthermore, the opening of the new premises also involves the employment of operating staff in various capacities for a total of about 150/200 persons.

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

The Varese premises, which are distinguished by a characteristic country-style exterior, with a large porch that welcomes the guests and introduces them to the restaurant entrance, are decorated with a permanent display of an artistic cow from the recent Capri "Cow Parade", the itinerant contemporary art show which Cremonini sponsored. The sculpture destined for the Varese restaurant was created by Rosanna Battaglia and Carlo Capezzuto, and is entitled the *Mucca Fortunella*.

**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, which had total revenues of 2,482.4 million Euro in 2007, 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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