



## **PRESS RELEASE**

**The Cremonini Group has today inaugurated the new catering points in the Modena railway station in the presence of the Mayor, Giorgio Pighi.**

**The completely refurbished premises comprise a "Chef Express" bar-cafeteria and a "McDonald's" restaurant.**

The Cremonini Group today inaugurated, in the presence of the city's Mayor, Giorgio Pighi, the Chef Express bar-cafeteria and "McDonald's" restaurant in the Modena railway station, where a flow of over 6.5 million passengers is recorded every year.

The premises, which are on two floors, have been fully refurbished in connection with the Centostazioni project, which is directed at the redevelopment of medium-sized Italian railway stations. Specifically, the Modena project is part of the redevelopment of travellers' facilities.

The new bar was designed with an innovative format, based on a comfortable and attractive ambience, characterised by the coordinated image of the "Chef Express" brand. The bar is also alongside a McDonald's restaurant, a solution that has permitted a notably improved catering service in the Modena station. The refurbishment project, has in fact wished to enhance access from the city also, with the objective of widening the offer for local customers in addition to that for travellers.

The "Chef Express" bar, open from 5.30 a.m. to 11.30 p.m., offers a vast choice of products, from the cafeteria to patisserie, from gastronomy to the sweet and salted snacks section and the classic takeaway products (sandwiches, snacks, fruit salads, yogurt, juices and drinks).

The McDonald's restaurant, of which Cremonini is licensee, offers all the variety of the McDonald's Menu and is characterised by a new, elegant and refined layout and remains open from 9.00 a.m. to 11.00 p.m. every day.

The premises, with 40 employees and an anticipated turnover for 2009 of about 2.5 million Euro, extend over an overall surface area of 310 m<sup>2</sup> on two floors (180 m<sup>2</sup> of which reserved for tables with 90 place settings) and can serve approximately 500,000 customers per annum. The investment for the refurbishment was about 1 million Euro.

*"With the acquisition and refurbishment of the Modena station – commented Vincenzo Cremonini, Chief Executive Officer of Cremonini Spa – we confirm our commitment for the diffusion of a new catering format, specifically for medium-sized railway stations, with the aim of offering a wider and more diversified service to the numerous passengers passing through the stations every day. In this case the pride of being present in our own city is also added".*

*"We are also pleased to be able to collaborate with our best suppliers on territorial development projects; companies like ours are capable of offering Italians increasing quality alternatives at accessible prices. McDonald's today has more than 380 restaurants throughout Italy and the excellent 2008 results were a further confirmation of the correctness of the direction taken for some years – asserted Roberto Masi, Managing Director of McDonald's Italia. It is important to record that openings such as this one and those that will accompany it over 2009 create new jobs. The investments for 2009 will involve the whole of Italy through new openings and re-modelling of existing restaurants".*



**Cremonini's catering division** achieved total consolidated revenues of **474.7 million Euro** in 2008 (+6.9%). In the concession catering sector, the Group is the leader in Italy in the station buffets market with **46 railway stations** managed, of which **9 are main stations**. The Group is also present in 5 airports (Rome Fiumicino, Rome Ciampino, Cagliari and Parma) and in the **motorway catering** sector: there are **37 catering areas** managed by the Group to date. Cremonini is the 1<sup>st</sup> operator in Europe in the on-board train catering market, with over **1,200 trains served daily in 8 European countries**. Finally, Cremonini is present in commercial catering with a Roadhouse Grill brand steakhouse chain, which now has **16 premises in Italy**.

*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**). It is present in commercial catering with its steakhouse chain (**Roadhouse Grill**).*

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