

PRESS RELEASE

CREMONINI GROUP: Chef Express inaugurates the new bar in the Empoli station.

The railway stations managed by the Group in Italy today rise to 38.

The premises open under the Mokà , a brand already present in the Rome Termini and Rapallo stations, and will next be opened in Milan and Naples.

The Cremonini Group has inaugurated the new bar-cafeteria within the Empoli railway station, one of the major stations of the Tuscan railway network, on the route between Florence, Pisa and Siena.

The new bar, with the Mokà insignia, required an investment of 500,000 Euro and is part of the refurbishment and redevelopment project of the premises in small and medium Italian railway stations that the Group has been implementing within the country for some years.

The new format was designed by Costa Group, a design and furnishings company founded by Franco Costa and specialised in the design of shops, shopping centres and showrooms. Specifically, the project was developed by Architect Gianfranco Berghich.

The restyling of the premises is characterised by a new concept that aims at making them a sort of link between the station and the city, with an elegant design until now extraneous to the impersonal station bars: The new Mokà is closer to the urban atmosphere and is also aimed decisively at the city dweller customer.

The premises were entirely refurbished in co-ordination with RFI - Rete Ferroviaria Italiana, Gruppo Ferrovie dello Stato [Italian National Railways Network], as part of the overall redevelopment project of the Empoli station. They extend over an area of approximately 300 m², with about 25 tables. Over 300,000 customers per year can be served and the premises will be open every day from 5.30 a.m. to 10.00 p.m.

The wish to create trendy premises can also be seen from the assortment that accompanies the traditional Italian cafeteria with classic catering proposals, ranging from first courses with typically Mediterranean recipes, starters of fish and cured meats, large salads and vegetable side-dishes. All prepared swiftly in the customer's sight to enhance the quality of the raw materials and permit tasting fast but savoury meals.

The structure, from the architectural viewpoint, can count on two counters for the bar-cafeteria and, for the self-service, colourful decoration with burgundy and dark grey, alongside white and gold. The eating area provides tables and comfortable padded seats and benches, placed parallel to the counters, and a more private room with a parquet floor and wood ceiling. The graphics recall the damask motif that is repeated in the Mokà premises, while the kitchen area, fully in view, is surmounted by display niches that enhance the walls of the premises. The decorations, inspired by the theme of travel, movement and ever-turning mechanisms, were created ad hoc by the Costa Group for these premises.

Some characteristics of the pre-existing premises were maintained, amongst which is the valuable nineteenth century ceiling replete with mouldings, alongside a modern false ceiling containing the technical apparatus. Lighting is provided by sunken lights, wall lights, a large glass lamp and some decorative lamps in cement effect located above the bar counter.

The format will be replicated in the new Milan and Naples Centrale stations, where major refurbishment works are in progress.



Cremonini's catering division achieved total consolidated revenues of 444.1 million Euro in 2007. The Group is the leader in Italy in the station buffets market of the commercial catering sector in 45 railway stations, of which 38 have already been refurbished. The Group is also present in 3 airports (Rome Fiumicino, Cagliari and Parma) and in the motorway catering sector: to date there are 38 catering areas managed by the Group. Following the recent award of services on the 500 French TGV trains, Cremonini has become the 1st operator in Europe in the on-board train catering market with over 1200 trains served daily in 8 countries.

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 commercial catering sector (Roadhouse Grill), and in concession on-board trains, in railway stations, airports and motorway service areas (Chef Express).

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Cremonini Press Office:
Luca Macario Tel. 059 754628
luca.macario@cremonini.com