



## **PRESS RELEASE**

**ROADHOUSE GRILL ITALIA S.r.l. (Cremonini Group): the seventh Roadhouse Grill branded steakhouse opens in Reggio Emilia.**

**Unique dishes based on grilled meat, 180 place settings and 100,000 customers served in a year.**

The Cremonini Group opens the seventh Italian steakhouse under the Roadhouse Grill brand in Reggio Emilia.

Roadhouse Grill is a unique chain of its type in Italy and is aimed at a wide public, in particular families, and characterised by the offer of grilled meat in informal surroundings with table service.

The Reggio Emilia steakhouse is the seventh restaurant in a project that foresees the opening of another 3 restaurants with the Roadhouse Grill brand in Italy, reaching a total of 10 outlets by the end of 2006.

The restaurant in Via Fratelli Manfredi 1, Reggio Emilia, covers 650 square metres and can seat 180 people. It also has a large private car park with 30 parking places.

The steakhouse will be open to the public for lunch between 12:00 and 14:30 and for dinner between 19:00 and 23:30. It joins the ranks of our other restaurants in Legnano, Rome, Bologna, Mantova, Piacenza and Rozzano (MI).

We forecast serving around 100,000 meals per year with 35 employees, with estimated full capacity revenues of around 2 million Euro.

The menu which is based on grilled meat - the customer can choose the cut of meat directly from the counter and it is then cooked on an open-view grill - is completed by a wide range of international gastronomic specialities adapted to European tastes. The average cost per person will be between 18 and 20 Euro.

The concept offers customers a vast range of unique dishes based on grilled meat (Ribeye, New York Strip, Prime Rib, Filet Mignon, T-Bone Steak) accompanied by a wide choice of side dishes, followed by delicious sweets, with the peculiarity of free peanuts for customers in a number of points in the restaurant.

On Tuesdays children up to 10 years of age eat free when accompanied by an adult enjoying a complete meal, due to the "KIDS MENU" proposal (Kid Hot Dog, Kid Burger, and Chicken Fingers with french fries and a drink included).

There are also special midday offers for managers, employees and the self-employed with the "ROADHOUSE MENU": convenient and fast for a complete and tasty meal at the lunch break as well.

The meats served by Roadhouse Grill are Montana "branded" and supplied by Inalca, a company in the Cremonini Group which guarantees the complete traceability of each individual cuts.

**Cremonini, with over 6,700 employees, is one of the most important foodstuff groups in Europe, and operates in three business areas: production, foodservice distribution and catering. The Group, with total revenues of 2,128.9 million Euro in 2005, is the overall leader in Italy in the production of beef and meat-based processed products (**Montana**) and the commercialisation and distribution of foodstuff products to foodservice (**Marr**). It also has a significant presence in the catering sector and, in particular, is the leader in Italy in catering on board trains and in railway stations (**Chef Express**). Lastly, the Group is 2<sup>nd</sup> in the Italian market in motorway catering (**Moto**).**

Castelvetro di Modena, June, 8 2006

### **Contact:**

Barabino&Partners- tel 06 6792929- email:r.perugini@barabino.it