



PRESS RELEASE

CREMONINI GROUP: second Roadhouse Grill steakhouse inaugurated today at Rome's central railway station.

The restaurant will serve 100,000 meals a year, for an estimated turnover of Euro 2.0 million.

Today Cremonini S.p.A., in collaboration with Grandi Stazioni S.p.A., inaugurated Italy's second Roadhouse Grill steakhouse at Stazione Termini, Rome's central railway station.

Roadhouse Grill is the only steakhouse chain in Italy and it targets a large public, particularly families. It is distinguished by its offer of modern restaurant services in an informal ambience with table service.

The Rome restaurant, which will be open to the public daily from 11 am to 10:30 pm, joins the one inaugurated in Legnano in November 2001. It covers an area of 725 square metres and can seat 200.

According to forecasts, 100,000 meals a year will be served by the restaurant staff of 40 employees, for an estimated turnover of approximately Euro 2.0 million.

The menu features grilled meat – the patron can choose the desired cut at the meat counter and the meat is cooked on an open grill right in the dining room – and it is rounded out by a wide variety of international gourmet specialities that meet European tastes. It also offers one-dish meals that are ideal for a work break. The average price per person is about Euro 18-20.

The Rome steakhouse is the second restaurant in a project envisaging the opening of 6 Roadhouse Grill restaurants in Italy by the end of 2003. It is estimated that once the project is fully operational, it will generate an annual turnover of Euro 16 million. More specifically, by the end of March 2003, restaurants will be opened in Bologna and Pordenone. Italy is the starting point for developing the chain across Europe.

With over 4300 employees, **Cremonini** is one of the most important food groups in Europe. Its activities focus on three areas of business: distribution to foodservices, production and restaurants.

With total revenues of Euro 1362.9 million in 2001, the Group is the Italian leader in marketing and distributing food products to foodservices, and in the production of beef and transformed meat-based products. It is also a significant presence in the restaurant sector, in which it is the leading group in the specific sector of restaurant services onboard and at railway stations.

Press Office

Castelvetro di Modena, 13 November 2002