



---

## PRESS RELEASE

### ROADHOUSE GRILL OPENS A NEW STEAKHOUSE IN SEGRATE (MI)

- It is the tenth in Lombardy after Legnano, Mantua, Rozzano, Corbetta, Bergamo, Varese, Trezzano sul Naviglio, Lissone and Corsico.
- The next openings are anticipated in Modena and Bologna San Lazzaro.
- Success for the loyalty programme, with over 80,000 registered.

**Castelvetro di Modena, 18 February 2010.** The Cremonini Group has opened a new steakhouse in Segrate (MI) with the Roadhouse Grill brand. The chain, developed commencing from 2001, is characterised by an offer of grilled meat in an informal ambience with table service, and is aimed at a wide public, with particular attention to families.

The Segrate premises are in Via Rivoltana, 64 and have a floor area of 600 square metres, with 200 seats and ample parking.

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

According to the estimates, the 30 employees in the premises will serve around 120,000 meals per annum, with an average turnover when fully operative estimated at about 2.5 million Euro per annum.

The new Segrate steakhouse joins those of Legnano, Rome, Bologna, Mantua, Piacenza, Rozzano (MI), Reggio Emilia, Corbetta (MI), Ferrara, Bergamo, Verona, Padua, Carpi (MO), Varese (Buguggiate), Trezzano sul Naviglio (MI), Lissone (MB), Corsico (MI) and Vicenza. Thus the number of premises in Lombardy rises to 10 (6 of which in the Milan province), for a total of 19 premises in Italy. Furthermore, other openings in Modena and Bologna San Lazzaro are envisaged by the early part of 2010. Roadhouse Grill had overall revenues of 26.7 million Euro in 2009, up by about 17% over 2008.

Last October Roadhouse Grill launched a **loyalty programme for its more frequent customers, who can now join the Roadhouse Grill Club**. At the time of registration a free rechargeable card is assigned that permits the accumulation of points (one for every euro spent). The accumulated points, through an amusing formula with various goals, permits having a 10% discount on the amount spent, in addition to a series of exclusive advantages. **80,000 membership cards have been issued to date.**

An important aspect of the programme is the creation of a dedicated area on the [roadhousegrill.it](http://roadhousegrill.it) site where, amongst other things, the members can check the available credit on their card. Thus the Roadhouse Grill web community is growing, with the ambition of involving all grilled meat enthusiasts. The complete regulations of the loyalty programme are also shown on the site.

A curiosity: in Segrate there is a permanent display of an artistic cow from the recent Milan "Cow Parade", the itinerant contemporary art show that Cremonini sponsored. The sculpture was created by the artist Francesco Santosuoso, and is entitled *Mucca Milano*.

---

**Cremonini**, with over 11,500 employees and 2009 revenues of 2.8 billion Euro, about 30% of which achieved abroad, 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). Finally, it is present in commercial catering with its steakhouse chain (Roadhouse Grill).

---

Contact: - Luca Macario - Tel. + 39 059 75.46.30 - [luca.macario@cremonini.com](mailto:luca.macario@cremonini.com)



GRUPPO CREMONINI