



## **PRESS RELEASE**

**The CREMONINI GROUP opens its fifth Roadhouse Grill steak-house in Mantova.**

**The restaurant will serve 100,000 meals a year, bringing in an estimated 2 million euros in sales.**

On Thursday, May 27 Cremonini S.p.A. opened Italy's fifth Roadhouse Grill steakhouse, at Piazzale Levoni 11 in Mantua.

Roadhouse Grill is the only steakhouse chain in Italy, targeting a broad public, especially families, with grilled meats served at the table in a casual atmosphere.

The Mantova restaurant, open to the public every day for lunch from noon until 2:30 pm and for dinner from 7 to 11:30 in the evening, is the fifth location to open in Italy, after Legnano, Rome, Bologna, and Pordenone. The restaurant measures 600 square metres and seats 180 diners, with its own private parking lot.

The restaurant's 30 staff members expect to serve 100,000 meals a year, bringing in about 2 million euros in sales.

The menu features grilled Italian meats – diners can select their cut of meat directly at the butcher's counter and watch it being cooked – complemented by a wide variety of international specialty dishes tailored to European tastes, at an average cost of 18 to 20 euros a head. The steakhouse offers special lunch deals, with rapid service for diners enjoying a break from work, and can also organise birthday parties, special events and business luncheons or dinners.

Two more Roadhouse Grills are due to open in Italy in 2004, bringing the chain's total sales up to an estimated 16 million euros a year.

With about 5,500 employees, **Cremonini** is one of Europe's major food groups, operating in three business areas: foodservice distribution, production and restaurant services.

With total revenues of 1,786.2 million euros in 2003, the Group is Italy's unchallenged leader in the production of beef and processed beef-based products (**Montana**), and in the sale and distribution of food products (**Marr**) for the foodservice sector. It is also an important presence in the restaurant sector, and is Italy's leading provider of restaurant services on board trains and in railway stations (**Chef Express**).

Castelvetro di Modena, May 27, 2004