



## **PRESS RELEASE**

**ROADHOUSE GRILL (Cremonini Group): a new steakhouse opens today in Corsico (MI) (the ninth in Lombardy after Legnano, Mantua, Rozzano, Corbetta, Bergamo, Varese Trezzano sul Naviglio) and Lissone (MI).**

**Expansion of the chain in continues: the next openings are anticipated in Vicenza, Segrate (MI), Modena and Bologna San Lazzaro.**

The Cremonini Group has today opened a new steakhouse 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 premises are in Corsico (MI), in Viale Italia 53, corner of Via De Gasperi (in the same direction as the Nuova Vigevanese towards Milan): they extend over a surface area of 580 m<sup>2</sup>, with 160 seats and a large parking area.

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 35 employees in the premises will serve around 100,000 meals per annum, with an average turnover when fully operative estimated at about 2.0 million Euro a year.

The new 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) and Lissone (MB). There are now 9 Roadhouse Grill restaurants in Lombardy. Furthermore, other openings in Vicenza, Segrate (MI), Bologna San Lazzaro and Modena are envisaged by the early part of 2010. Roadhouse Grill had overall revenues of 23 million Euro in 2008, up by about 30% over 2007.

Roadhouse Grill, which now has about 500 employees in 17 restaurants, is developing a major plan for investment in human resources: The openings programme for the current year envisages, specifically in northern Italy, the hiring of 80/90 part-time catering employees. These will work with the 10-12 managers who will have the task of managing the new Roadhouse restaurants and who are presently being trained in existing premises. Furthermore, the envisaged 2010 openings will result in the addition of about 150 operating staff in the various duties.

The concept offers customers a vast assortment of grilled, meat-based main courses (Rib-eye, New York Strip, Filet Mignon, T-bone steak) always served with a choice of side-dish, followed by a wide selection of desserts. The peculiarity of free peanuts offered to customers at a number of points on the premises characterises the Roadhouse Grill welcome.

Cremonini, with over 9,500 employees and 2008 revenues of 2,212.1 million Euro, 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).

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