



PRESS RELEASE

ROADHOUSE GRILL: DISCOVERING AUSTRALIAN MEATS

"Discover Australia" is the new special promotion for the month of November

Rome, 28 October 2013. Roadhouse Grill (Cremonini Group) introduced today the new promotion "Discover Australia" dedicated to the special valorisation of high quality beef cuts from Australia: during the month of November, the customers of all Roadhouse Grill steakhouses in Italy can enjoy the "Outback Steak " and the "Ribeye", two extraordinary meat cuts from Australian farms.

The offer has the official patronage of the MLA - Meat & Livestock Australia, the official Australian institution for the promotion of the beef supply chain, and is guaranteed by INALCA, the principal producer of beef in Italy and the official supplier of meat to Roadhouse Grill.

*"INALCA - said **Augusto Cremonini**, General Manager for Purchasing & Development of the Cremonini Group - has always been involved in the valorisation of the Italian livestock chain, that however, guarantees only 50% of the nation's beef requirements. For this reason, over the years we have developed multiple international relationships to ensure a supply of high-quality meat. With Australia we have an relationship established over several years and their meat guarantees quality throughout the supply chain and integrates perfectly with the European standards of sustainability".*

Australian Ambassador to Italy David Ritchie commented: *"I am delighted to give my support to this promotion of Australian beef. The food and drink sector has always been a key element in the trade relationship between Italy and Australia and the cooperation between Meat & Livestock Australia and INALCA is an excellent example of the mutual benefits for business in both countries".*

According to **Mohammed Vassighi**, CEO of Roadhouse Grill Italy, *"The contribution of our supplier INALCA is essential to the success of the chain, which offers today the best product ratio between price and quality. In addition to Italian meats, we can offer the best available selections on the international market and we are confident that our customers will also enjoy these extraordinary cuts from Australia, available during the whole month of November".*

The "Discover Australia" promotion is composed of two special cuts: the first, the "**Outback Steak**", inspired by the endless Australian pastures (the Outback), is offered with an original recipe of "black smoke" salt and extra virgin olive oil. It is a thin slice of meat cut from the front, very tasty and succulent, with a distinctive flavour. It is an absolute novelty for Italy, while in other countries, like France, it is widespread and appreciated. The second is a classic **Ribeye (Entrecote)**, the principal cut of the hindquarter, presented as a special 500 g selection.

Roadhouse Grill, the all-Italian steakhouse chain, developed by Cremonini since 2001, is characterised by the offer of grilled meats in an informal atmosphere with table service and is aimed at a wide audience, with particular attention to families.

Roadhouse Grill steakhouses are open to the public **7 days a week**, during the following hours: at lunch from **12.00 to 14.30** and at dinner from **19.00 to 23.30**. The menu includes a wide assortment of unique dishes of grilled meat (Ribeye, New York Strip, Filet Mignon, T -Bone Steak, hamburgers, etc.), accompanied by a vast selection of side dishes, and followed by a rich variety of desserts. The particularity of the chain is represented by its excellent value for money: the average price per person is between **17 and 19 Euro**.



Currently there are 43 Roadhouse Grill premises in Italy distributed in Lombardy, Emilia Romagna, Veneto, Lazio, Piedmont, Liguria, Tuscany and Marche. **Soon other openings are foreseen in Brescia, Assago (MI), Cinisello Balsamo (MI), and Villesse (Gorizia).** In 2012, Roadhouse Grill, with over 800 employees, achieved a turnover of 51.9 million Euro, an increase of 16.0% on the previous year.

Cremonini, with over 12,200 employees, and a turnover in 2012 of around 3.42 billion Euro, of which more than 35% in export sales, 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 processed meat (Inalca and Montana) and the marketing and foodservice distribution of food products (MARR). It is Europe's leader in the management of onboard train catering and maintains the leadership in Italy in the railway station buffets; furthermore it has a significant presence in the main Italian airports and in motorway catering (Chef Express). Finally, it is present in commercial catering with the chain of steakhouses under the Roadhouse Grill brand.

Contact: Mr. Luca Macario. Phone: +39 059 754630 - E-mail: luca.macario@cremonini.com