



## **COMUNICATO STAMPA**

### **CREMONINI GROUP: new "Harry's Bar" Scala opens in Milan at Arcimboldi theatre.**

The Cremonini Group opened the new "Harry's Bar" Scala in Milan at the temporary premises of the Scala theatre.

The concession contract for the new premises will last 4 years and provide for an ulterior 4 years, an annual turnover is estimated at about 1.5 million euro.

The "Harry's Bar" Scala concept, run by Pino Visalli and covering an area of 250sq, is that of a bar/wine-shop offering a wide range of wines with 100 sittings, open from Monday to Saturday from 8.00 – 23.00.

The opening times will be extended during the "Scala Theatre" programs, while in summer a "Dehors" will be available in the square in front of the Arcimboldi theatre.

Characterised by its particular elegant furnishing and style, videos will be shown continuously relating to events connected to the world of the "Scala Theatre".

With the new opening, the Cremonini Group intends to contribute in offering quality to the spectators at the Scala Theatre, an initiative that has already been launched by the Group that aims to coexist art, culture and entertainment and integrate them into modern food culture.

This is the fifth Harry's Bar in Italia and joins Harry's Bar Roma, Harry's Bar Trevi, Harry's Bar Fiumicino and Harry's Bar Malpensa.

**Cremonini**, with a workforce of over 4,850 employees, is one of the most important food groups in Europe, with activities focused in three business areas: distribution to the foodservice industry, production and restaurant services.

The Group, with total earnings of 1,589.3 million Euros in 2002, is the absolute leader in Italy in the marketing and distribution of food products to the food service industry (**Marr**), and in the production of beef and meat based products (**Montana**). It also has a considerable presence in the restaurant sector and, in particular, it is the leading company in Italy in on-board and railway station restaurant services (**Chef Express**).

Milan, 25 June 2003