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## **VILLA ENTERPRISES OPENING TWO NEW RESTAURANT CONCEPTS AT WOODBURY COMMON PREMIUM OUTLETS**

***New Restaurant Concept: Tony + Benny's Brooklyn Style Pizza along with new South Philly Cheesesteaks & Fries prototype—Opening in New York, August 27<sup>th</sup>***

MORRISTOWN, NJ, August 25, 2015: [Villa Enterprises](#), global multi-brand restaurant operator and franchisor, announced they will open two restaurants at SIMON [Woodbury Common Premium Outlets](#), at 498 Red Apple Court Central Valley, New York, Thursday, August 27th, 2015. The restaurants include a new prototype designed [South Philly Cheesesteaks & Fries](#), and a new Villa restaurant concept, Tony + Benny's Authentic Brooklyn Pizzeria, conveniently located at the food court.

Tony + Benny's new restaurant is named after brothers, Anthony and Biagio Scotto, who came from Italy to the United States with their father, Villa Italian Kitchen founder, Michele Scotto. More than 50 years later they have created their own twist with an upscale Brooklyn themed pizzeria featuring the same high quality ingredients and recipes from Villa Italian Kitchen. Tony + Benny's own specialty pizzas include Wild Mushroom Pesto Pizza made with shiitake, button and porcini mushrooms and a truffle cream sauce, Pistachio Sausage Pizza with pistachio pesto, sweet sausage, fresh mozzarella and basil, and Thai Chicken Pizza, chicken basted with sweet chili sauce, garlic, baby bok choy, carrots and mozzarella. Also joining the new menu, Pizza Fritta, which are sure to be a hit! These fresh cut fries are topped with melted mozzarella, pepperoni and pizza sauce. For dessert, Tony + Benny's will serve Zeppoles, made with delicious fried sweet pastry dough dusted with powdered sugar.



[South Philly Cheesesteaks & Fries](#), Villa's popular nearly thirty year old quick serve restaurant brand, which opened its first location in 1986, features cheesesteaks and fresh-cut fries. Now visitors to Woodbury Common Premium Outlets will be among the first to experience the concept's updated restaurant prototype design. Guests can enjoy the build their own Cheesesteaks or gourmet fresh-cut fries and pile them high with any or all of the toppings including Cheez Wiz<sup>®</sup>, Bacon and Ranch. Other favorites on the menu include Chicken Cheesesteaks, Wings and Steak & Fries bowls.

"Our new restaurants offer a great variety of menu options for shoppers of all ages and tastes," said, Adam Torine, Executive Vice President of Development, Villa Enterprises. "Hungry Woodbury Common Premium Outlet shoppers will get to choose from the made-from-scratch authentic Brooklyn style pizza at Tony + Benny's, along with fresh-cut fries and, Philly cheesesteaks at the new South Philly restaurant, all conveniently located at the new Food Court.

Both South Philly Cheesesteaks & Fries and Tony & Benny's restaurants will feature digital menu boards designed by Chris Hayano of [Pop Culture Design Studio](#) in Chicago, with live action video of the famous pizzas, cheesesteaks and fresh-cut fries being made.

### **About Villa Enterprises**

[Villa Enterprises](#) is a global multi-brand restaurant operator and franchisor. Founded in 1964 by Michele Scotto, a Naples, Italy native, Villa Enterprises, began as a small pizzeria next to the Ed Sullivan Theater in New York City. Today, Villa Enterprises is an international organization that recently celebrated its 50th anniversary with nearly 400 quick-serve restaurants in malls, airports, casinos and other high-traffic locations.

Villa's QSR brands, including Villa Italian Kitchen, Villa Pizza, Green Leaf's Beyond Great Salads, Bananas Smoothies & Frozen Yogurt, South Philly Cheesesteaks & Fries and Far East, can be found across 40 U.S. states, Puerto Rico and nine additional countries. More information about franchise opportunities for these popular quick-serve brands can be found [here](#). Villa also operates 12 full-service restaurants in suburban New Jersey under the 40North brand including The Black Horse Tavern & Pub, The Office, Steelworks Buffet & Grill, Piattino and George & Martha's. For more information, please visit [www.villaenterprises.com](http://www.villaenterprises.com).

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