



Press release

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Italy's top operator introduces new logo and new layout for rapid acquisition of European leadership.

Spizzico: Italy's leading fast-food chain set to conquer Europe

- Major european growth program announced at Venice, during 150th restaurant opening. France and Germany the first objectives. Growth continues in Italy at a rate of 50 new locations per year, with 2,200 new jobs expected in 2000 alone: 10 for every working day of the year.

Milan, 10th March 2000 - France and Germany are the first two targets of the international growth program about to be launched by the Spizzico fast-food pizza chain, the industry's leading operator in Italy. The expansion program, due to get underway in the second half of the year, was announced during the opening in Venice of the 150th Spizzico outlet by the senior executives of Autogrill, the world's leading provider of restaurant services for travellers, which owns the Spizzico brand.

"Initially, we plan to open two restaurants in the main cities of both countries," explained CEO Paolo Prota Giurleo during a press conference. "As from next year, we shall be extending our brand with 20 new restaurants a year." The expansion of the European network will be based on direct investment as well as on use of the franchising lever.

To achieve its growth targets, the Spizzico formula has undergone extensive changes to put the product on a par with its main European and US competitors: the Spizzico logo, lay-out and interior design have been completely re-designed, and each restaurant will offer entertainment facilities including a video-wall with worldwide satellite links and a playland, an essential element for attracting families.

The Spizzico business continues to grow in Italy, where about 50 new sites are expected to open per year. Many of these, including the Venice location, will be run on a dual-branding basis together with Burger King, the US hamburger restaurant operation for which Autogrill has an exclusive licence in Italy.

Spizzico and Burger King are the flagship products of Autogrill's Quick-Service Restaurant Division, which is accompanying the expansion program with a high-profile radio and TV communications campaign, already underway. "We are currently investing around 15 billion lire, of which 10 billion relate to the Spizzico brand," explained Enrico Ceccato, general manager of the QSR Division, "This is the first time that Spizzico, and Autogrill too, have invested such large resources in communications. On the other hand, we had to wait until we had completed work on the formula before embarking on an investment of this scale."



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According to an Autogrill spokesman, the Spizzico program will stimulate Italy's hardly dynamic labour market by creating the equivalent of ten new jobs for every working day of the year, a total of around 2,200 new jobs for the whole year.

The Venice restaurant. The restaurant that has just been opened in Piazza San Luca in the centre of Venice is based on the Spizzico/Burger King dual-branding concept, with the two formulas side by side on the same site sharing services and seating, to offer consumers a wider choice.

With a surface area of approximately 650 square metres on two storeys, 230 seats and a daily production capacity of more than 1,000 hamburgers and 1,000 slices of pizza, the Spizzico site in Campo San Luca is the largest restaurant in Venice today. Located in a completely renovated 18th-century building, it aims to become a meeting place for local young people and for the hundreds of thousands of tourists who visit Venice every day from all over the world.

Technical note.

Spizzico is Italy's largest fast-food pizza chain, with 150 restaurants. The Spizzico brand is controlled by the Quick-Service Restaurant (QSR) Division of **Autogrill**, the world's leading provider of restaurant services for travellers. The QSR Division is also responsible for the growth in Italy and Europe of **Burger King**, the well-known US hamburger restaurant chain, which has more than 11,000 restaurants worldwide.

Autogrill – which announced a preliminary 1999 revenue figure of 5,150 billion lire – operates in four continents and runs a total of approximately 3,700 outlets.