



Press release

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New Autogrill opens at Villarboit Sud on the A4 Turin-Milan motorway; enhances food & beverage offer on key Northern Italy highway, in readiness for Turin 2006 Winter Olympics

Promotion of local wine and food begins at the Autogrill

Villarboit Sud, 10th May 2004 - The bishop of Vercelli, Monsignor Enrico Masseroni, and the mayor of Villarboit, Paolo Onorato, attended the opening of the new Autogrill at the Villarboit Sud service area on the A4 Turin-Milan motorway toward Milan. Built on the site of the old outlet, which closed a few months ago, the new facility meets two requirements: it enhances food & beverage services on one of Italy's busiest motorways (a daily average of 110,139 vehicles in 2003) as the Turin 2006 Winter Olympics approach, and it facilitates construction work on the Turin-Milan high-speed railway line, which runs parallel with the motorway.

Villarboit Sud is one of the new-generation Autogrills, whose architecture and food & beverage offer are designed to offer motorway travelers maximum comfort and services for all requirements.

The Villarboit Sud Autogrill puts a particular focus on regional gastronomic specialties.

The Ciao restaurant, for example, offers a selection of 20 typical Italian dishes, with pride of place going to recipes from the region of Piedmont. At "La Bottegaccia" – a country-style mini-market with high-quality wine and food items, many with IGP, DOP, DOC or DOCG certificates of origin – 42 of the 158 articles on sale come from Piedmont: 16 local cheeses and cured meats, including Piedmontese Toma, Castelmagno, Raschera d'alpeggio, Arnad Lard, cooked salami from Cuneo; 15 types of pasta and preserves, including tajarin with truffles, riccioli with Barolo, bagnacauda; 11 DOC or DOCG wines as well as six specialties from the Vercelli area.

The "Ciao restaurant + La Bottegaccia" concept developed by Autogrill for a number of outlets on its network offers travelers an opportunity to try local specialties without leaving the motorway, and to take home the products they like best.

"This initiative leverages Autogrill's nationwide presence," said Autogrill Italia General Manager **Aldo Papa**, "and turns motorway service areas into important showcases for the promotion of local traditions and produce."

The Villarboit Sud Autogrill is a single-storey facility with an area of 1,297 sq.m, located in a 66,000 sq.m service area (including 11,500 sq.m of parking for cars and trucks). In addition to the Ciao



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restaurant, the market and La Bottegaccia, its facilities include an Acafé coffee bar and a Spizzico pizza counter.

Autogrill's food & beverage and retail services are flanked by the Trucker Club service (the third in Italy after Secchia Ovest on the A1, and Tirreno Est on the A12), where truckers can enjoy free showers, a television with Sky satellite reception, a 6-camera closed-circuit security system for parked trucks, and a full range of facilities for Invito cardholders.

The Villarboit Autogrill is a stream-lined structure that makes extensive use of glass and metal. The choice of materials and layout ensure maximum comfort and functionality, for customers and staff alike.

Villarboit figures

Total area: 66,000 sq.m

Parking area: 11,500 sq.m

Food & beverage area: 1,297 sq.m

Total market area: 190 sq.m

La Bottegaccia area: 24 sq.m

Car parking spaces: 135

Truck parking spaces: 35

Restaurant seating: 142 places

Food & beverage concepts: 3 (Ciao restaurant, Acafé. Spizzico)

Retail concepts: 1 (market with La Bottegaccia corner)