



Press release

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First jobs for 25 young people in Turin, rising quickly to 250 as the other new outlets planned for the city open.

Turin's first "Spizzico" restaurant opens at Palazzo Paesana in via Garibaldi

- The restaurant formula based on the world's best known mediterranean dish, the pizza, comes to Turin. A location set to become a key meeting place for young people and families. Focus on healthy eating and excellent value for money.

Milan, 22nd December 1999 - Approximately 450 square metres on two storeys, 200 seats, a daily production capacity of more than 1,000 slices of pizza, a staff of 25 young people working in three shifts to ensure continuous service from 10 in the morning until one at night. These are the key figures of Turin's first **Spizzico** restaurant, which opened yesterday in the historic Palazzo Paesana in via Garibaldi.

"The new location is the first of a long series of venues planned for Turin and is already set to become a key meeting place for young people and families in this area," commented Enrico Ceccato, general manager of the Quick-Service Restaurant Division of Autogrill, the leading provider of fast-food services. "Local shopkeepers are already noticing how the opening of the new restaurant has helped improve facilities and security to give a new boost to the area."

Not surprisingly: the Spizzico menu centres on the **pizza**, the most international and genuine dish of the best Mediterranean culinary tradition; the restaurant's staff, benefiting from the experience Spizzico has built up over the years with 145 restaurants in Italy and Europe, have been expertly trained in hygiene, courtesy and delivery of a **fast service**; a satellite-linked **videowall** transmits top television programmes; a bright, modern **play area** with the accent on total safety takes care of up to 30 children at any one time, and can also be used as an alternative venue for **birthday parties**.

The new restaurant in Palazzo Paesana is just the start of Spizzico's plans for expansion in Turin, where more than ten locations will open over the coming months, creating not less than 250 new jobs in the Turin area.

The restaurant in via Garibaldi is run by the Lucchesi brothers, members of a family of entrepreneurs that already runs successful Spizzico operations in Biella, Vigliano and Pescara, and on the "Viverone Nord" and "Viverone Sud" motorway service areas.