

..... AS LOW AS

250

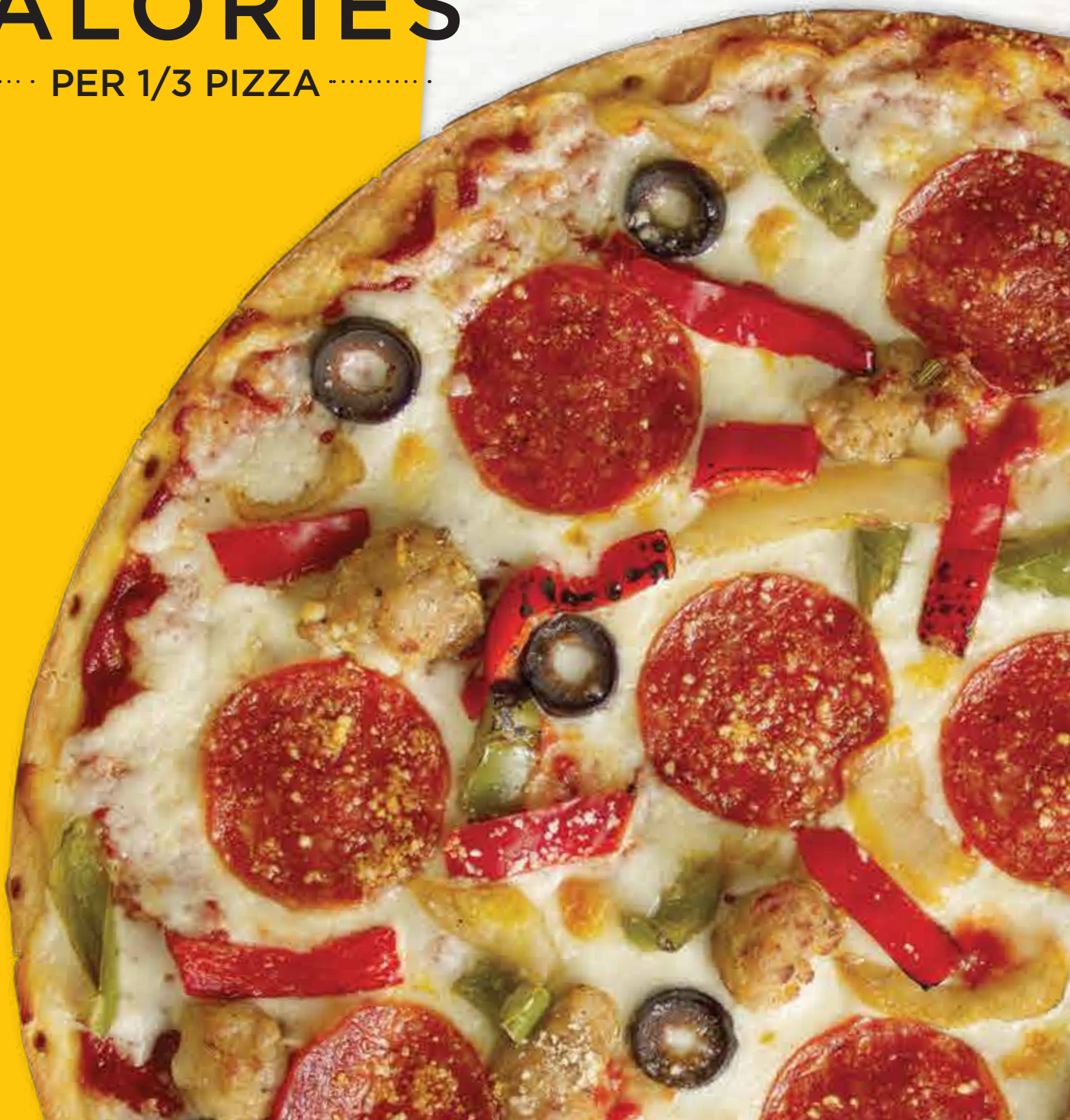
CALORIES

..... PER 1/3 PIZZA

PALERMO'S

— **PRIMO THIN™** —

ULTRA THIN CRUST



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

March 27, 2019

Palermo's Primo Thin: Mindful Eating Has Never Been Easier

*Primo Thin Frozen Pizza Delivers
Big Flavors with Low Calories and Carbs*

MILWAUKEE – March 27, 2019 – The wait is over. Palermo's Primo Thin™ is introducing two new flavors of the popular brand and unveiling new packaging that caters to consumers seeking more mindful eating options.

"The new flavors and new look capture what makes Palermo's Primo Thin a great choice – indulgent taste with lower calories and carbs per serving than other frozen Pizzas," said John Leonardo, senior director of Marketing. "Primo Thin fills a need not currently served. There are many people who are not necessarily dieting but want to make better choices when they purchase food. Primo Thin delivers exceptional flavor but does so with lower calories and fewer carbs than other frozen Pizzas." He added that the new package tags Primo Thin as "The Mindful Pizza" – making sure consumers know that the Pizza's ultra-thin crust and big taste are a perfectly balanced bite.

Joining the Primo Thin line-up are two new flavors – Avocado Club and Southwest Veggie. Avocado Club comes on a whole wheat crust and features avocado cream sauce, bacon, spinach, tomatoes and mozzarella. Southwest Veggie features salsa verde sauce, black beans, corn, roasted peppers, onions and mozzarella. In addition to the two new varieties, Primo Thin is available in 5 Cheese, Pepperoni, Supreme, Margherita, Italian Sausage and Chicken Alfredo. Additionally, Margherita now comes on a crust made with whole wheat.

"Primo Thin is all about offering Pizza lovers the opportunity to indulge mindfully and without reservations," Leonardo pointed out.

New packaging showcases how appetizing Primo Thin is, while nutritional callouts highlight that it has one of the lowest calorie counts in the industry. The brand's eight delicious flavors start at only 250 calories per 1/3 Pizza.

Available in the freezer aisle at retailers in select areas throughout the U.S., Primo Thin has a suggested retail price of \$5.99.

Visit www.palermospizza.com/pizzas/primo-thin/ for more information. Join *La Famiglia*, Palermo's Pizza Club, at www.palermospizza.com/la-famiglia for special offers and coupons, and to receive exclusive invitations to private taste testings and more. Visit www.palermospizza.com/MediaRoom for Primo Thin logos, packaging and photography.

Introduced in 2003, Primo Thin was the first frozen, ultra-thin crust Pizza on the market. Named Primo, meaning "first" in Italian, the crisp and flakey cracker-like crust became the company's flagship brand.

Primo Thin is part of Palermo's growing Family of Brands, which includes Palermo's® Pizza, Screamin' Sicilian™, Urban Pie Pizza Co.™ and Connie's® Pizza. In addition to its popular branded products, Palermo's is the nation's leading producer of premium private label frozen Pizza for the retail and club industries.

About Palermo Villa, Inc.

Palermo Villa, Inc. is one of the most recognized frozen Pizza manufacturers in the United States, known for its innovation and the quality of its branded and private label products. Celebrating its 55th anniversary in 2019, the family-owned company was founded in 1964 and is located in Milwaukee. Palermo's growing Family of Brands includes Palermo's® Pizza (Palermo's Primo Thin™, King Cheese, Palermo's Thin Crust), Screamin' Sicilian™ (Screamin' Sicilian™ Pizza Co., Screamin' Sicilian™ Loaded Pan, Screamin' Sicilian™ I'm Single, Screamin' Sicilian™ Stromboli, Screamin' Sicilian™ Take 'N Bake), Urban Pie Pizza Co.™ and Connie's® Pizza. Every Pizza is made by dedicated Pizzaiolos, drawing on the founder's Italian roots and family recipes to achieve premium quality. Palermo's continues to be a leader in innovation in the Pizza industry, developing new products and flavors that cater to consumer needs. For more information, visit www.palermospizza.com.

####



PRIMO —THIN™—

ULTRA THIN CRUST

**LOW IN CALORIES,
BIG ON FLAVOR!**

..... AS LOW AS

250

CALORIES

..... PER 1/3 PIZZA.....

Primo Thin strikes the perfect balance of great taste in a more mindful option. Consumers won't believe that our crispy ultra-thin crust and generous restaurant-quality ingredients have fewer calories and carbs per serving than our competition. Indulge mindfully with Primo Thin!



THE MINDFUL PIZZA

- Ultra Thin Crust and Big Taste, a perfectly balanced bite
- Updated packaging focused on appetite appeal and nutritionals
- Unique flavors targeted to the 'mindful' consumer
- 2 SKUs offer a crust made with Whole Wheat

LOW IN CALORIES, BIG ON FLAVOR!



5 CHEESE

290 CAL | **14g** PROTEIN
26g CARBS

Robust Tomato Sauce, Part-Skim Mozzarella Cheese, White Cheddar & Provolone, Parmesan & Romano Cheeses



PEPPERONI

340 CAL | **15g** PROTEIN
25g CARBS

Spicy Tomato Sauce, Part-Skim Mozzarella Cheese, Sliced Pepperoni & Julienne Pepperoni



SUPREME

350 CAL | **15g** PROTEIN
28g CARBS

Robust Tomato Sauce, Italian Sausage, Pepperoni, Part-Skim Mozzarella Cheese, Parmesan & Romano Cheeses, Roasted Red & Green Peppers, Roasted Onions, Black Olives



MARGHERITA

270 CAL | **13g** PROTEIN
24g CARBS

Robust Tomato Sauce, Garlicky Mixture of Tomatoes & Basil, Whole and Part-Skim Mozzarella Cheese, Parmesan & Romano Cheeses



ITALIAN SAUSAGE

290 CAL | **14g** PROTEIN
21g CARBS

Robust Tomato Sauce, Italian Sausage, Part-Skim Mozzarella Cheese, Provolone, Asiago, Parmesan & Romano Cheeses, Tomatoes, Oregano, Basil



CHICKEN ALFREDO

290 CAL | **18g** PROTEIN
28g CARBS

Creamy Alfredo Sauce, Roasted Chicken, Part-Skim Mozzarella, Garlic Seasoning



SOUTHWEST VEGGIE

250 CAL | **10g** PROTEIN
30g CARBS

Salsa Verde Sauce, Black Beans, Corn, Roasted Peppers and Onions, Part-Skim Mozzarella



AVOCADO CLUB

260 CAL | **12g** PROTEIN
23g CARBS

Avocado Cream Sauce, Bacon, Spinach, Tomatoes, Part-Skim Mozzarella

VARIETY	NET UNIT (oz.)	NET CASE (lbs.)	GROSS CASE (lbs.)	UNIT UPC	CASE UPC	COST	RETAIL
5 CHEESE	13.00	9.75	14.62	000 75706 16500 1	100 75706 16500 8		
PEPPERONI	14.20	10.65	15.66	000 75706 16501 8	100 75706 16501 5		
SUPREME	16.55	12.41	17.01	000 75706 16502 5	100 75706 16502 2		
MARGHERITA	15.55	11.66	16.26	000 75706 16504 9	100 75706 16504 6		
ITALIAN SAUSAGE	18.10	13.58	18.93	000 75706 16509 4	100 75706 16509 1		
GARLIC CHICKEN ALFREDO	14.45	10.84	15.70	000 75706 30053 2	100 75706 30053 9		
SOUTHWEST VEGGIE	14.90	11.18	16.64	000 75706 30214 7	100 75706 30214 4		
AVOCADO CLUB	13.35	10.01	15.56	000 75706 30213 0	100 75706 30213 7		



CASE DATA: 24.75" L x 12.75" W x 8.375" H **CUBE:** 1.53 **PALLET DATA:** 6 Ti x 10 Hi **QUANTITY:** 60 cases
PACKAGING DIMENSIONS: 12" x 12" x 1.1875" **CASE PACK:** 12 units

= Whole Wheat Crust

01/2019



Villa Palermo
3301 West Canal Street
Milwaukee, WI 53208

PALERMOSPIZZA.COM/TRADE



PRIMO — THIN™ —

**THE PIZZA
YOU'VE BEEN
WAITING FOR**



**Access downloadable logos, packaging
and photography related to
Palermo's Primo Thin**

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PRIMO —THIN—

THE PIZZA YOU'VE BEEN WAITING FOR





PRIMO —THIN—

THE PIZZA YOU'VE BEEN WAITING FOR





PRIMO —THIN—

THE PIZZA
YOU'VE BEEN
WAITING FOR

NEW



Access downloadable logos, packaging
and photography related to
Palermo's Primo Thin

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GET SOCIAL
WITH



PRIMO
—THIN—

Like & Follow Palermo's Pizza



palermospizza.com





PALERMO
GIRL



PALERMO GIRL

Adventurous Lifestyle of a Pizza Lover

Dive into the real-life stories of our resident blogger, a passionate Pizza-lover who has marinara running through her Milwaukee-raised veins and a sense of mindfulness when it comes to indulging in her favorites. Follow Palermo Girl as she lives her Italian heritage through cooking, eating, sharing and celebrating. Enter contests to win prizes like FREE Pizza and special gifts from Palermo Girl herself!

PALERMOBITE.WORDPRESS.COM



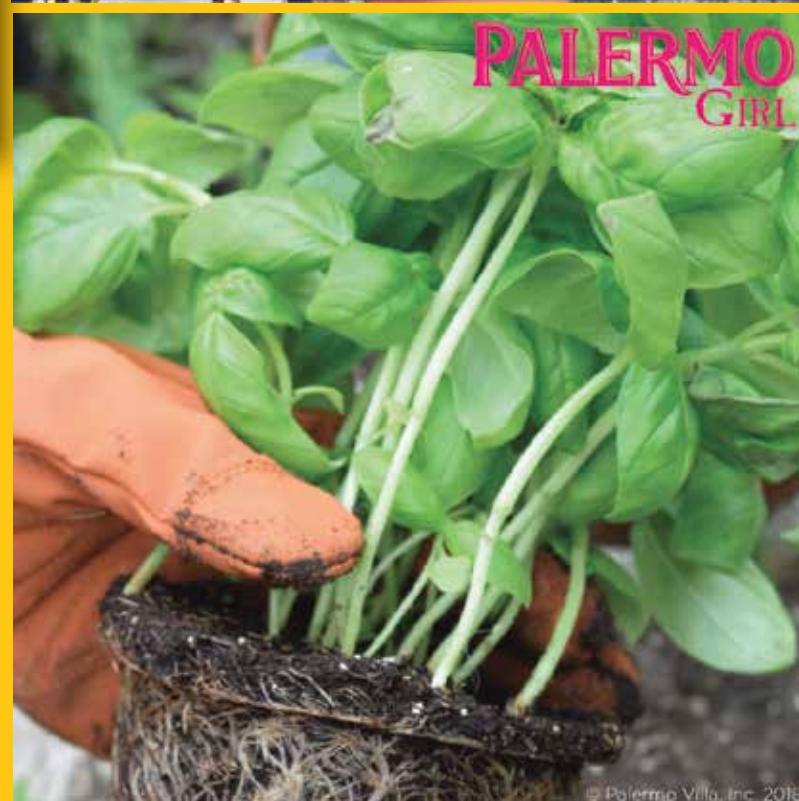
PALERMO
GIRL



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GIRL



PALERMO
GIRL



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About Us

Palermo Sizzle

Meet Our entire Family of Brands



Milwaukee Made

A Fireside Chat with Nicholas Fallucca,
Chief Product & Innovation Officer



Villa Palermo
3301 West Canal Street
Milwaukee, WI 53208

PALERMOSPIZZA.COM



Company History

Primo Famiglia of Pizza

While most companies that sell Pizza have no real connection to Italy, Palermo's passion for food and family reaches all the way back to the country where Pizza was born. In fact, the cherished recipes used in our Pizzeria were carried to America from Sicily by our founder, Gaspare Fallucca – the man everyone loved and called "Papa Palermo." Papa's commitment to using only the freshest quality ingredients has been passed on to the second and third generations now leading our family business. We're also devoted to searching the world for the most amazing Pizzas, so our Pizzaiolos can recreate them for you to enjoy at home.

Palermo's has been an innovator in frozen pizza throughout its history:

- 1954** – Our founders, Gaspare and Zina Fallucca, immigrate to the U.S.
- 1964** – Palermo's begins as an Italian bakery on Milwaukee's East Side.
- 1969** – Gaspare (Jack) and Zina open a restaurant and Pizzeria to satisfy customer demand for their homemade Italian food.
- 1979** – We begin manufacturing frozen Pizza under the Palermo's brand name.
- 1989** – Palermo's introduces a revolutionary new product – the first frozen Pizza with a crust that rises while it bakes.
- 1993** – Palermo's begins to produce private label products and introduces the first super-premium private label Pizza.
- 2003** – Demonstrating innovation once again, Palermo's develops the first ultra-thin frozen Pizza.
- 2006** – We move to Milwaukee's beautiful Menomonee Valley. Villa Palermo, our 137,000-sq.-ft. facility, consolidates five locations and houses our corporate offices and manufacturing facility.



Papa & Zina Depart For America



Papa & His Boys - Palermo Villa Restaurant circa 1967



Palermo Villa Restaurant circa 1974



Villa Palermo 2006



New Expansion 2011



Company History

Primo Famiglia of Pizza

- 2007** – Using an imported Italian marble hearth oven, Palermo's creates the first domestic hearth-baked crust for frozen Pizza.
- 2009** – Palermo's enters food service.
- 2010** – Palermo's launches hand-tossed style Pizza, inspired by pizzeria-style crusts that are crispy on the outside and chewy in the middle.
- 2011** – An expansion adds 113,000 sq. ft. to Villa Palermo for bakery, production and employee services.
- 2012** – We create a flatbread line, offering sophisticated flavor combinations on a hearth-baked crust.
- 2013** – Screamin' Sicilian – our line of overtopped craft Pizza – is launched and quickly becomes a favorite among Pizza lovers.
- 2014** – Palermo's celebrates 50 years of delivering a Great Pizza Experience by donating 100,000 Pizzas to food banks across the country.
- 2015** – P'mos, a cheesy pub-style Pizza, hits supermarket shelves. And Palermo's proudly kicks off a new initiative to donate more than 500,000 Pizzas annually to food banks in the communities in which we do business.
- 2016** – We introduce three new products in one year – Sasquatch, a huge Pizza with a big stompin' crust; Screamin' Sicilian Stromboli, a line of Italian sandwiches; and Urban Pie, a thin, artisan-crust craft Pizza.
- 2017** – Palermo's acquires Connie's Naturals, LLC, solidifying our position as one of the nation's largest Pizza companies. We also introduce I'm Single, a single-serve, microwavable version of our popular Screamin' Sicilian Pizzas. And we add Palermo's King Cheese to our Family of Brands; it boasts a half pound of real Wisconsin Mozzarella and an abundance of premium toppings on a thin, rich, buttery crust.
- 2018** – We extend our popular Screamin' Sicilian line with two new products. Screamin' Sicilian Loaded Pan comes in its own baking pan and features a thick crust and toppings so good we put them on the bottom. Abundantly topped with resaurant-quality ingredients, Screamin' Sicilian Take 'N Bake Pizzas are refrigerated and ready to bake.

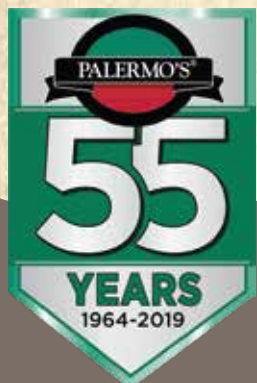


03/2019



Villa Palermo
3301 West Canal Street
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WE'RE ON A MISSION TO UNITE & SERVE THE HUNGRY AND AT-RISK YOUTH



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Join the Cause
palermospizza.com/stewardship



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Easter Baskets for the Hungry

5 DAYS. 12,000 PIZZAS. 1,000 HAMS.

2019 is a landmark year for us – the 55th Anniversary of the founding of Palermo's by Gaspare and Zina Fallucca. We'll be celebrating this significant milestone with special events all year long.

Many of our friends and partners are familiar with our long-standing tradition of partnering with a local food bank to provide Easter Baskets for the Hungry to Milwaukee families in need. This year, we're introducing a new "5@55: To Unite & Serve" twist to the program. Easter Baskets for the Hungry will now span five days and include five food banks in Southeastern Wisconsin that epitomize the ideals of service to the community that Papa and Zina championed. Our intent is to reach 1,000 families in need across four counties this year, supplying Easter hams and 48,000 pizza meals to our neighbors in need.



Unite & Serve

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Innovation

Entrepreneurial with Robust Research & Development

Innovation is at the heart of who we are. Our passionate Pizzaiolos are foodies who avidly track culinary trends and restaurant innovations, while our onsite Pizzeria and incubator lab allow us to push the boundaries of innovation. Three generations of Pizza-making experience and an entrepreneurial, forward-thinking approach result in high quality products that are consistently recognized by both the industry and consumers. This commitment to quality has made us a leader in both private label frozen Pizza and contract manufacturing.

AWARDS

2017 Breakthrough Innovation Award
Nielsen Company

2017 Top 10 New Product Pacesetters
IRI

2016 Frozen Foods Processor of the Year
Refrigerated & Frozen Foods

Villa Palermo Features

- 250,000-square-foot state-of-the-industry manufacturing facility
- High-tech Pizza manufacturing operation
- On-site bakery to produce best-in-class crusts
- On-site Pizzeria with wood-fired oven from Italy
- Incubator test lab
- USDA- and FDA-approved and -inspected facility
- Compliance with GFSI standards and BRC certified
- Organic-certified manufacturer
- Strong quality assurance-trained staff and programs

We meet or surpass all government regulatory standards for cleanliness and food safety. We have a fully trained staff to ensure that all of our products maintain a gold standard of excellence.

From Concept to Retail Execution, We Are Pizza Experts

- First to market with ultra-thin, hearth-baked, rising and craft-style crusts
- We create categories!
- Experienced in-house creative team
- Award-winning packaging
- Three generations of family members committed to delivering a Great Pizza Experience





Manufacturing Capabilities

Unique and Effective Production Facility

Our home, Villa Palermo, is a state-of-the-industry manufacturing facility that adjoins our company headquarters. This facility allows us to increase capacity while exerting stronger quality control than ever before. It's the perfect blend of two eras – Old World artisanship and leading-edge, modern-day technology.



Villa Palermo, Milwaukee, WI



New Expansion 2011



Villa Palermo Features

- 250,000-square-foot state-of-the-industry manufacturing facility
- High-tech pizza manufacturing operation
- On-site bakery to produce best-in-class crusts
- State-of-the-art robotic packaging equipment
- 24-hour shipping and receiving facility

We meet or surpass all government regulatory standards for cleanliness and food safety. We have a fully trained staff to ensure that all of our products maintain a gold standard of excellence.

Additional Highlights

- We are a USDA- and FDA-approved and -inspected facility
- We comply with GFSI standards and are BRC certified
- We have a strong quality assurance-trained staff and programs
- We are an organic certified manufacturer



For more information or to schedule an appointment, call our Sales team at 888-571-7181 or e-mail sales@palermospizza.com

03/2019



A Family of Brands
Since 1964



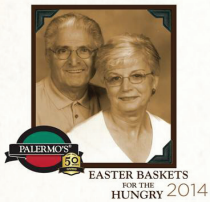
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A Passion for Giving

Celebrating Italian Culture to Unite and Serve Others

More than 50 years after Jack and Zina Fallucca started Palermo's, the foundation upon which they built our company endures. It is our privilege to carry on their remarkable legacy of hard work and generosity. Stewardship is a key part of our corporate culture – a responsibility that is reflected in the many causes we support through donations of our products, contributions of time and talent, and financial assistance.



Fighting Hunger

Palermo's passionate approach to investing in the community encompasses a large number of charitable-giving activities. Our caring team members carry out our mission to fight hunger by supporting food banks and non-profit organizations with donations of frozen Pizza. In 2018, Palermo's donated more than 2.5 million Pizza meals to feed the hungry.



Easter Baskets for the Hungry

Our signature stewardship program, Easter Baskets for the Hungry, teams up Palermo's employees with Milwaukee's Hunger Task Force and other food banks. Palermo's Pizzaiolos solicit food and monetary donations to provide 1,000 families in need with Easter Ham and Pizza. Over the past 11 years, Easter Baskets for the Hungry has provided more than 500,000 pounds of food to families in southeastern Wisconsin.

Community Partnerships

As a family-owned business committed to uniting and serving others through our Italian culture of hospitality, we are dedicated to being a responsible corporate citizen in our local community and beyond. We are proud supporters of organizations that focus on fighting hunger and helping at-risk youth. We have deep personal commitments to these organizations, offering support through program sponsorships, career mentoring, collections of food and gifts, hundreds of hours of volunteer work each year, and much more. We are also corporate sponsors of the Milwaukee Bucks, Milwaukee Brewers and Milwaukee Admirals – using our resources to help our hometown teams continue to be a vital part of the community.

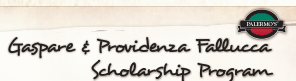


Team Verde

Team Verde's season traditionally kicks off on Earth Day, picking up a winter's worth of litter along the Menomonee River and Hank Aaron State Trail. Our efforts continue through the summer and fall, with the "Stew Crew" making weekly excursions to keep our neighborhood tidy.

Fallucca Family Scholarships

Each year, we provide the children of our employees with up to \$25,000 in scholarship money. The program pays tribute to our remarkable founders, who – with only a grade school education – led our company with a passion for excellence and commitment to achievement.





Environmental Stewardship

It's Easy Being Red, White and Green

The owners and employees of Palermo Villa take great care to preserve the environment for future generations through pervasive efforts to reduce, reuse and recycle as part of our frozen Pizza manufacturing process, including:



Fuel Conservation: Palermo's helps reduce greenhouse gas emissions by utilizing freight carriers that are certified for their fuel-efficient practices and by choosing intermodal transportation for our shipping needs whenever feasible.



Energy Conservation: Our office lighting features occupancy sensors and our manufacturing plant uses energy-efficient LED lighting.



Waste Repurposing: More than 900 tons of food waste is repurposed as feed for livestock each year.



Sustainable Packaging: The more than 15 million pounds of cardboard that Palermo's uses annually for master boxes and individual Pizza boxes is made from recycled pulp.



Recycling: Palermo's recycles more than 2,000 tons of cardboard and plastic annually, along with thousands of plastic drums. We also donate dozens of plastic barrels to city projects every year for use as rain barrels.

Other green efforts include:



Water Conservation: Palermo Villa's no-water lawn and plantings are environmentally friendly.

Club Verde: Our employee "stew crew" leaves a green footprint with weekly outings to maintain and beautify the area around our facility and the nearby Hank Aaron State Trail.

Partnerships: Palermo's has partnered with our Menomonee Valley neighbors to support efforts to maintain an environmentally conscious city:



- Hank Aaron State Trail – Provides a continuous connection between Miller Park and the Lake Michigan lakefront.
- Urban Ecology Center – Serves 77,000+ people each year, while protecting and restoring urban green spaces.
- Three Bridges Park – The newest Milwaukee park in decades features biking and walking trails, river access for fishing and canoeing, and three bike/pedestrian bridges.



Palermo's Pizzaiolos are committed to being responsible citizens of Mother Earth, as well as good neighbors and friends to those who work and play in Milwaukee's Menomonee Valley.



A Family of Brands
Since 1964



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— PRIMO THIN™ —
ULTRA THIN CRUST

