

FOR MORE INFORMATION

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news@palermospizza.com**NEWS RELEASE**

For Immediate Release

**Palermo's Pizza to Hold 12th Annual
Easter Baskets for the Hungry Food Distribution***1,000 Families in Southeastern Wisconsin
to Receive Food Baskets the Week of April 8*

MILWAUKEE – April 3, 2019 – Palermo's Pizza will hold its 12th annual Easter Baskets for the Hungry food distribution the week of April 8. Over the course of five days, Palermo's employees will reach out to 1,000 families across four counties, supplying Easter hams and 48,000 Pizza meals to its neighbors in need. Since its launch in 2008, Easter Baskets for the Hungry has provided 615,000 pounds of food to Milwaukee-area families.

New this year: In a nod to Palermo's 55th anniversary in 2019, Palermo's has expanded Easter Baskets to span FIVE days and include FIVE food banks and food pantries, up from one day and one food bank in previous years. Additionally, Palermo's corporate food truck will be at each of the five distribution sites, providing basket recipients, workers and volunteers with fresh-from-the-oven Pizza.

Participating organizations include the Food Pantry of Waukesha County in Waukesha; Riverwest Food Pantry in Milwaukee; Family Sharing of Ozaukee in Grafton; Love, Inc. in Burlington; and Hunger Task Force in Milwaukee. Those organizations determine the recipients of the Easter Baskets and provide the distribution sites.

"Easter is a special time when families gather to share a good meal. Palermo's is happy to provide Milwaukee-area families with meals through Easter Baskets for the Hungry for the 12th consecutive year," said Laurie Fallucca, chief creative officer. "Our employees take great pride in living our culture to Unite & Serve by distributing this food to those in our community who need it most."

Epitomizing the ideals of service to the community that its founders, Gaspare and Zina Fallucca, championed, Easter Baskets is part of a robust year-round effort by Palermo's to Unite & Serve by alleviating hunger and supporting at-risk youth. Palermo's donated 2.5 million Pizza meals in 2018, among more than \$2.4 million in cash and in-kind donations to charitable causes.

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Note to Editor: Visit www.palermospizza.com/MediaRoom for Easter Baskets for the Hungry media kit and asset library (including photos from past Easter Baskets events).

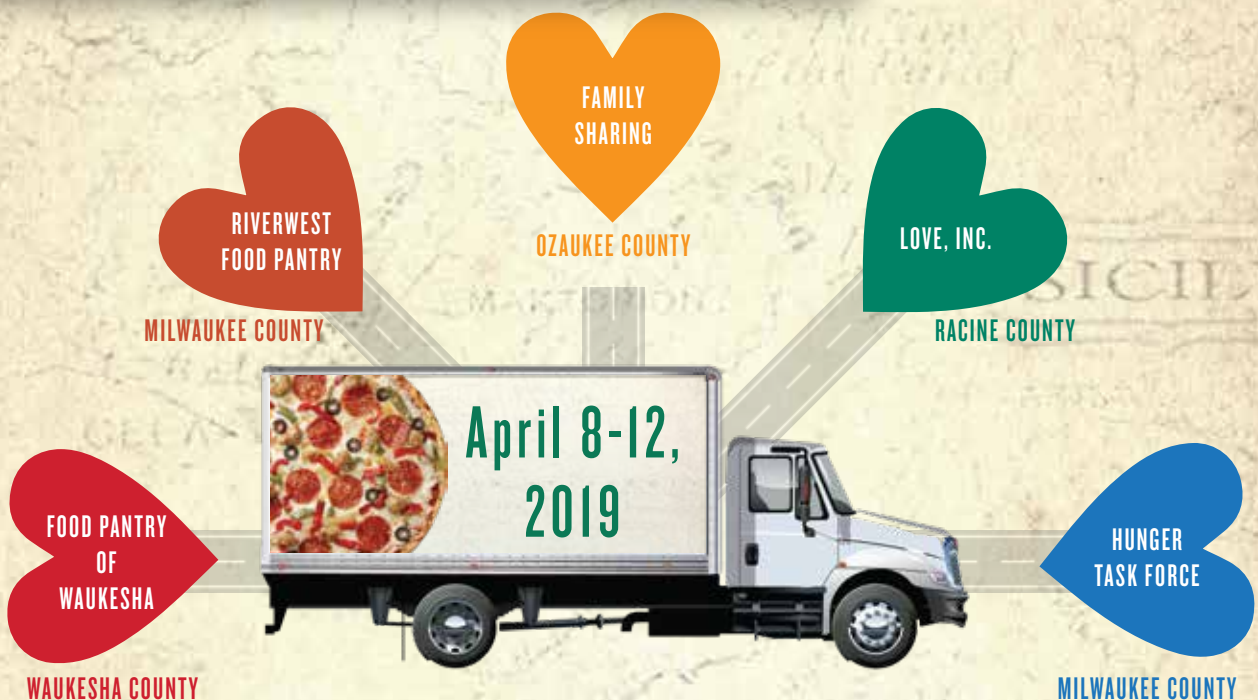


Easter Baskets for the Hungry

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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3301 West Canal Street
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Easter Baskets for the Hungry

MEET OUR 2019 EASTER BASKETS PARTNERS

FOOD PANTRY OF WAUKESHA COUNTY

"We started humbly in 1978 in the basement of a volunteer's home, but we now serve over 5,700 residents a month and foster compassion and hope throughout the community. In addition to food, we provide goods and services, and we work with clients to make them more self-sufficient. Our clients are mostly children, underemployed individuals who are not making a living wage, senior citizens, and people who have fallen under tough times. We work to improve their conditions and the well-being of our community, one person at a time." www.waukeshafoodpantry.org



RIVERWEST FOOD PANTRY

"Born in the late 1970s from the East Side Housing Action Committee, the Riverwest Food Pantry has been operating out of St. Casimir Church (924 E. Clarke St.) and Gaenslen Milwaukee Public School (1250 E. Burleigh St.) for decades. From 1979 to 2012, the Riverwest Food Pantry's mission focused on food as its end mission and over the years community volunteers served tens of thousands of recipients. In 2013, the Riverwest Food Pantry became a 501(c)(3) non-profit to relieve hunger, but also to be a primary offensive against intractable poverty. We expanded our mission to come together around food to relieve hunger, improve lives and grow community well-being. Together, volunteers and shoppers alike, we can become a community of generosity – a community well-nourished, well-informed and strengthened to prevail." www.riverwestfoodpantry.org



FAMILY SHARING

"Family Sharing of Ozaukee County is on a mission to alleviate hunger in the county with dignity and compassion. They provide food, clothing, furniture, household items, information and referrals, school supplies and wearables for children. 44% of the individuals served through Family Sharing are under the age of 18. The organization distributes 42,000 pounds of food to 600 households per month in addition to providing program participants the opportunity to visit the pantry." www.familysharingozaukee.org





Easter Baskets for the Hungry

MEET OUR 2019 EASTER BASKETS PARTNERS

LOVE, INC.

Since its inception in 1984, Love's mission has been to connect those needing help with available resources. In 1988, Love, Inc. separately incorporated from the national organization, becoming a completely local agency. Our main office building at 480 S. Pine St. was purchased in 1996. In 2010, in order to meet the increasing service needs of our clients, our food pantry area was expanded and remodeled. Over the years, Love, Inc. has grown by adding new Thrift Stores to support our operations, by cultivating new community partnerships to support the needs of our clients and by utilizing the skills and time of invaluable volunteers to accomplish our mission.

www.loveinc.org



HUNGER TASK FORCE

Hunger Task Force was founded in 1974 by a local advocacy group who then formed Milwaukee's first food bank. Today, Hunger Task Force is 100% supported by the community and provides a safety net of emergency food with dignity to a network of food pantries, soup kitchens and homeless shelters. Through legislative analysis, education and community organizing, Hunger Task Force continues to advocate for anti-hunger policy at the local, state and federal level. www.hungertaskforce.org



Join the Cause
palermospizza.com/stewardship



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Easter Baskets for the Hungry

THANK YOU TO OUR SUPPORTERS



Anon Charitable Trust
Clysar

Lineage Logistics
Rally Packaging

ADCO Manufacturing
AKT Business Services
Columbus Vegetable Oils
Jon Amato
Quantum Technical Services

Reinhart Boerner Van Deuren
Saz's
Villani Landshapers, Inc.
Weimer Bearing & Transmission

Aerial Work Platforms
Brolite Products, Inc.
Complete Office of Wisconsin, Inc.

J&I and Son Tool Company, Inc.
Lakeside Food Sales, Inc.
Northwest Electric Motor Co.

Quality Removal
Uline
Valley Bakers Association



MANY THANKS TO OUR 2019 EASTER BASKETS PARTNERS



WE'RE ON A MISSION TO UNITE & SERVE THE HUNGRY AND AT-RISK YOUTH



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Join the Cause
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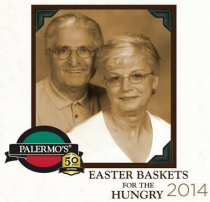
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A Passion for Giving

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.

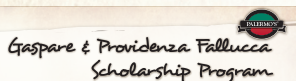


Team Verde

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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Villa Palermo
3301 West Canal Street
Milwaukee, WI 53208

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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.



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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

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Since 1964



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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



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Palermo's Pizza is Hiring!

Palermo's Pizzaiolos – as we affectionately refer to our team members – are our greatest asset. We put our passion and innovation to work to carry out our mission to **Deliver a Great Pizza Experience**.

Our award-winning company offers an excellent wage and benefit package, as well as unique Signature perks available only at Palermo's. We proudly Care for Our Own, Care for Our Community and Care for the Environment.

Learn more about our genuine Italian culture and view current openings at palermovillainc.com/careers. We look forward to welcoming you to **La Famiglia**!



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