



PRESENTS THE  
**PROFESSIONAL ATHLETE  
OF THE YEAR**

# ENTER TO WIN!

**TWO  
EXCLUSIVE  
TICKETS  
TO THE**

**&**

**A YEAR'S  
WORTH OF  
PIZZA**

**WISCONSIN  
SPORTS  
AWARDS**



**fiserv.forum**

**JUNE 6, 2019**



**ATHLETE  
OF THE  
YEAR**

**FOR MORE INFORMATION**

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[news@palermospizza.com](mailto:news@palermospizza.com)



**FOR IMMEDIATE RELEASE**

May 13, 2019

## **Join Palermo's at the Wisconsin Sports Awards**

*Five Lucky Winners Will Receive Two Tickets to the Exclusive Event  
and a Year of Free Palermo's Pizza*

**MILWAUKEE – May 13, 2019** – Wisconsin sports enthusiasts, this is your chance to win tickets to the biggest night in Wisconsin sports and a year's supply of Palermo's® Pizza!

The 8<sup>th</sup> Annual Wisconsin Sports Awards on Thursday, June 6, at Fiserv Forum is a celebration of Wisconsin's high school, collegiate and professional athletic achievements. Winners will rub elbows with Wisconsin's elite athletes, coaches and executives; previous guests have included Aaron Rodgers, Mike McCarthy, Barry Alvarez, Bo Ryan, Mark Tauscher, Eddie Lacy, Herb Kohler, Wes Edens and more.

Among the awards to be presented at the exclusive event will be Professional Athlete of the Year, presented by Palermo's Pizza. Nominated are Davante Adams, Green Bay Packers; Giannis Antetokounmpo, Milwaukee Bucks; Josh Hader, Milwaukee Brewers; Aaron Rodgers, Green Bay Packers; and Christian Yelich, Milwaukee Brewers.

The sweepstakes runs through May 27, 2019. Five winners will each receive two tickets to the event and a year of free Palermo's Pizza in the form of 52 manufacturer coupons. Retail value of the prize is \$2,520.

To enter, like Palermo's Facebook page, [www.facebook.com/palermospizza](https://www.facebook.com/palermospizza), and complete the online entry form at <http://bit.ly/WISportsAwardsSweeps>.

Join *La Famiglia*, Palermo's Pizza Club, at [www.palermospizza.com/la-famiglia](http://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](http://www.palermospizza.com/MediaRoom) for artwork and additional information.

**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 55<sup>th</sup> 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](http://www.palermospizza.com).

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**fiserv.forum** JUNE 6, 2019

The Wisconsin Sports Awards is an invitation-only event of 600 attendees that celebrates excellence in Wisconsin high school, collegiate and professional sports. Guests will rub elbows with Wisconsin's elite athletes, coaches and executives; previous guests have included: Aaron Rodgers, Mike McCarthy, Barry Alvarez, Bo Ryan, Mark Tauscher, Eddie Lacy, Herb Kohler, Wes Edens and many more.

## TO ENTER

- Visit Palermo's Pizza facebook page
- Like our page
- Click link to access entry form



Contest runs 5/6 – 5/27/2019  
For official rules visit:  
<http://bit.ly/PalSportsAwardSweeps>





# 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](http://PALERMOSPIZZA.COM)

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



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Join the Cause  
[palermospizza.com/stewardship](http://palermospizza.com/stewardship)



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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.



03/2019



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3301 West Canal Street  
Milwaukee, WI 53208  
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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](mailto:sales@palermospizza.com)

03/2019



A Family of Brands  
Since 1964



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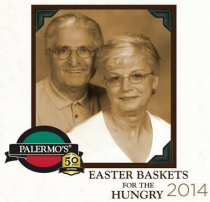




# A Passion for Giving

## 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.



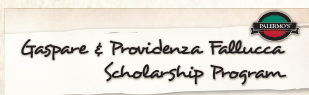
### Team Verde

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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# PALERMO'S®



PALERMO'S



URBAN PIE

CONNIE'S  
pizza



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