

2019



DELIVERING A  
GREAT PIZZA EXPERIENCE



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**FOR IMMEDIATE RELEASE**

June 4, 2019

## **Palermo's Celebrates 55 Years of Delivering a Great Pizza Experience**

*Company's Mission to Unite & Serve  
Showcases Anniversary Year*

**MILWAUKEE – June 4, 2019** – It's a year of celebration for Palermo Villa, Inc., as Milwaukee's hometown frozen Pizza manufacturer marks 55 years of delivering a Great Pizza Experience. Festivities and other events throughout 2019 will recognize and thank those who have helped the company reach the milestone anniversary.

"We're proud to carry on the legacy of our founders and are looking forward to showcasing Palermo's mission to Unite & Serve throughout our 55<sup>th</sup> anniversary year," said Laurie Fallucca, chief creative officer. "2019 will be a celebration of our history, our innovative culture and our future – all wrapped up in one exciting year."

A highlight of the anniversary is "55 Days of Pizza," June 3 through July 27. In a nod to the company's Italian heritage, members of the company's Pizza Clubs can enter to win a Vespa Primavera or one of 12,000 other prizes. For details, visit [www.palermovillainc.com/pizzalove/enter](http://www.palermovillainc.com/pizzalove/enter).

Other anniversary-year-themed plans focusing on Palermo's mission to Unite & Serve include:

- **Celebrating Palermo's Pizzaiolos** – nearly 700 strong – with events and signature Palermo Perks that contribute to making Palermo's a great place to work.
- **Delighting Pizza Fans** by launching a series of new and innovative products and flavors that cater to continually changing consumer tastes.
- **Thanking Palermo's Retailers and Stewardship Partners** by sponsoring golf outings and other events to raise funds for their favorite charitable causes.
- **Supporting the Community** with donations of millions of frozen Pizza meals to food banks; sharing employees' time, talent and more with community organizations; and providing thousands of free slices of Palermo's Pizza at community events.

Palermo's began in Milwaukee as a small ethnic bakery featuring authentic Italian Pizza and is now a sought-after brand and leading name in the frozen Pizza industry – recognized for quality products that cater to consumer needs. The company has been an innovator in the frozen Pizza category throughout its history and introduced a number of “firsts” in frozen Pizza – the first rising crust Pizza, first premium private label Pizza, first ultra-thin crust, first domestic hearth-baked crust and first super premium Pizza.

The family-owned business founded by Gaspare and Providenza Fallucca in 1964 is now led by the second and third generations of Falluccas. The company's growing Family of Brands includes Palermo's® Primo Thin™, Palermo's® King Cheese, 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.

Visit [www.palermospizza.com](http://www.palermospizza.com) for more information and to join Palermo's popular Pizza Clubs – *La Famiglia*, *Scream Team* and *Urbaneers*. Pizza Club members receive special offers and coupons, as well as 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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• NEW PRODUCT LAUNCHES • COMMUNITY STEWARDSHIP • CHARITY GOLF OUTINGS •

## CELEBRATING ALL YEAR LONG

## CELEBRATING AT THESE EVENTS IN 2019:

June 3	55 Days of Pizza Contest Kick-Off Online
June 6	Wisconsin Sports Awards Show @ Fiserv Forum
June 7	Milwaukee Brewers Game-Day Pizza Sampling
June 8	Community Garden Event @ Riverwest Food Pantry
June 8	Milwaukee Brewers Game-Day Pizza Sampling
June 10	Kroger Golf Classic @ Cincinnati, OH
June 11	Food Truck Pizza Party @ Kroger HQ, OH
June 17	Bike Assembly Contest Kick-Off @ Villa Palermo (Employees Only)
June 22	Pizziolos, Pedals & Pancakes @ Villa Palermo (Employees Only)
June 25	Summer Sales Retreat @ Lake Lawn Resort (Employees Only)
June 25	Milwaukee Brewers Game-Day Pizza Sampling
June 27	Mambo Nites Happy Hour @ Pizzeria 3301
June 28	Milwaukee Brewers Game-Day Pizza Sampling
June 29	Milwaukee Brewers Game-Day Pizza Sampling
July 11	Mambo Nites Bubblr Bike Tour @ Menomonee Valley
July 12	Milwaukee Brewers Game-Day Pizza Sampling
July 13	Milwaukee Brewers Game-Day Pizza Sampling
July 15	Milwaukee Brewers Game-Day Pizza Sampling
July 21	Festa Italiana Food Collection @ Henry Maier Festival
July 22	Tony's Food Market Foundation Golf Outing @ Melbourne, IL
July 26	Milwaukee Brewers Game-Day Pizza Sampling
July 27	55 Days of Pizza Contest Closes Online
August 10	Hank Aaron Run/Walk @ Menomonee Valley
August 12	Jewel Osco Foundation Golf Outing @ Chicago, IL
August 13	Milwaukee Brewers Game-Day Pizza Sampling
August 19	SproutsCon @ Grapevine TX
August 21	Strack & Van Til's Variety Golf Outing @ Crown Point, IN
August 22	Mambo Nites Happy Hour @ Pizzeria 3301
August 23	Country Night for Wounded Warrior Project @ TSU Cedarburg
August 24	Country in the Burg @ Cedar Creek Park
August 26	Milwaukee Brewers Game-Day Pizza Sampling
August 28	Milwaukee Brewers Game-Day Pizza Sampling
September 5	Milwaukee Brewers Game-Day Pizza Sampling
September 16	Children's Miracle Network Golf Outing @ Medinah, IL
September 16	Milwaukee Bucks Foundation Golf Outing @ The Bog Saukville
September 20	Milwaukee Brewers Game-Day Pizza Sampling
September 21	Valley Week Ultimate Beer Run @ Menomonee Valley
September 24	Valley Week Career Day Job Fair @ Menomonee Valley
September 25	Valley Week Campfire Stories @ Menomonee Valley
September 26	Valley Week Happy Hour River Cruise @ Menomonee Valley
September 27	Menomonee Valley 20th Anniversary Event @ Menomonee Valley
September 28	Menomonee Valley Street Festival @ Menomonee Valley
October 5	Community Garden Event @ Riverwest Food Pantry
October 12-15	National Frozen & Refrigeration Association
October 19	Operation Dream Resource Fair @ Holton Family Youth Center
November 1	Mambo Nites City Lights Tour & Tasting @ City Lights Brewing
November 11	Toys for Tots Drive Kick-Off
November 18-19	Private Label Manufacturers' Association @ Rosemont Expo Center
December 12	Mambo Nites Miller Holiday Lights Tour @ Miller Brewery
December 18-19	Pizziolo Christmas Lunch @ Villa Palermo (Employees Only)



Unite &amp; Serve



Unite &amp; Serve



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# 55 DAYS OF PIZZA



# & Love

JUNE 3  
THROUGH  
JULY 27



ENTER TO  
**WIN**  
A PALERMO'S  
*Vespa*  
AND ONE OF  
12,000  
OTHER PRIZES!



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# 55 YEARS OF DELIVERING A GREAT PIZZA EXPERIENCE



*Gaspare Fallucca in Sicily circa 1955*



*Papa & Zina Nel Giardina circa 1957*



*Papa & Zina Depart For America*



*Papa & His Boys - Palermo Villa Restaurant circa 1967*



*Papa & Son circa 1973*

**Access downloadable logos and images  
related to Palermo's 55th Anniversary**

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Palermo Villa Restaurant circa 1974



Papa Palermo circa 1985



Maple Street Pizza Factory circa 1982



Photo by Nicholas Fallucca circa 2005







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— Since 1964 —



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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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Villa Palermo  
3301 West Canal Street  
Milwaukee, WI 53208  
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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](http://palermovillainc.com/careers). We look forward to welcoming you to **La Famiglia**!



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Since 1964



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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.



### 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)

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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.

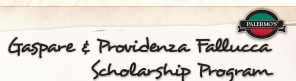


### *Team Verde*

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



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2019



...AND COUNTING



  
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