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FOR IMMEDIATE RELEASE

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Palermo's Awards Vespa Primavera and 12,000 Prizes in '55 Days of Pizza Love' Sweepstakes

55th Anniversary Celebrates Company's Mission to Unite & Serve

MILWAUKEE – August 7, 2019 – Palermo Villa, Inc., Milwaukee's hometown frozen Pizza manufacturer, today announced the grand prize winner of its "55 Days of Pizza Love" sweepstakes, part of the company's 55th anniversary celebration. More than 27,000 people entered the sweepstakes, which ran June 3 through July 27 and offered members of the company's Pizza Clubs the chance to win a Vespa Primavera or one of 12,000 other branded prizes.

The lucky new owner of the grand prize shiny red Vespa Primavera is Susan Coffey of Silverwood, Michigan. The Vespa will be personally delivered by Palermo's team members, who will also throw a Pizza party for her and 12 friends to celebrate National Pizza Month in October.

Additionally, 12,000 other winners will receive a Screamin' Sicilian bottle opener or phone loop bearing the logo of one of another brand in Palermo's Family of Brands – Palermo's[®], Urban Pie Pizza Co.[™] or Connie's[®] Pizza. Those winners will be notified by email and their prizes sent via the U.S. Postal Service.

In conjunction with the end of the sweepstakes, the company shared a video, "[Palermo's: Our Pizza, Our Story,](#)" to thank its loyal fans and supporters.

Pizza lovers who missed the sweepstakes can still join Palermo's Pizza Clubs by subscribing to [Access Palermo's](#), which will keep them up to date on their favorite brands. Pizza Club members receive special offers and coupons, product news, exclusive invitations to private taste testings, and more.

The Vespa sweepstakes is one of more than 160 events marking Palermo's 55th anniversary that are taking place in 2019. 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 1.5 million 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.

Journalists can visit 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 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.

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