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FOR IMMEDIATE RELEASE

11/07/2019

Palermo Villa, Inc. Brings Beer, Deep Dish and Nostalgia to the Frozen Aisle

Beer infused crust, deep dish and a throwback to family neighborhood pizzerias awaken taste buds in the frozen pizza category

MILWAUKEE – November 7, 2019 – Palermo Villa Inc., has launched three new innovative lines within its portfolio of branded pizza products.

- Screamin' Sicilian 'ZaBrewski – a beer infused crust with premium beer flavored ingredients
- Connie's Deep Dish – all the flavors of Chicago straight from your home oven with the all-natural ingredients you expect from Connie's Frozen Pizza
- Palermo's Neighborhood Pizzeria – the taste your family loves on a medium thickness crust with the nostalgia and flavor of your favorite neighborhood pizzeria

"As pizza experts we have meticulously researched and developed these new products to fulfill the needs and cravings of our consumers," said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa, Inc. "We not only keep our eyes on new trends but are trend setters when it comes to pizza."

Screamin' Sicilian is introducing four new beer infused flavors to its Screamin' Sicilian premium, craft pizza line. Screamin' Sicilian prides itself in making overly topped, premium, craft, frozen pizza and with the addition of beer to the crust and sauce, our new 'ZaBrewski line will make a nice addition to any beer lover's menu. Available in four new flavors; Philly Beer Cheesesteak, Pepperoni, and Hot Italian Sausage & Pepperoni which all feature a beer flavored cheese sauce in addition to the beer infused crust and BBQ Meatball with beer flavored glazed meatballs atop the beer infused crust. Find Screamin' Sicilian 'ZaBrewski throughout the Midwest, select Chicagoland retailers, and Harris Teeter on the East coast.

Connie's Deep Dish provides a new spin on deep dish pizzas and pays homage to the brand's Chicago roots. The hand-made, buttery, flaky deep-dish crust and Connie's signature, all-natural ingredients will change the way you think about this style of pizza. Connie's Deep Dish is available in four flavors: Cheese, Sausage, Supreme, and Spinach & Ricotta. Find Connie's Deep Dish across the upper Midwest starting in December 2019.

Palermo's Neighborhood Pizzeria provides a pizza experience the whole family will love. Palermo's has over 55 years of pizza making experience that started at our very own local pizzeria in Milwaukee all those years ago. Palermo's brings that nostalgia and love of a great local pizzeria experience home in a product that the whole family will love. Neighborhood Pizzeria is available in four flavors – Cheese, Pepperoni, Sausage and Supreme – and all feature premium, approachable toppings all on top of our crispy, yet soft, medium thickness pizzeria style crust. Find your family's new favorite pizza at Woodman's, Festival, Piggly Wiggly and other select retailers, with ongoing expansion across the Midwest through 2020.

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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