



A Family of Brands  
— Since 1964 —

**FOR MORE INFORMATION**

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**FOR IMMEDIATE RELEASE**

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## **Hemp Pizza Debuts in Frozen Aisle** *Urban Pie™ Pizza Co. Launches Artisan Hemp Seed Crust Pizzas and Adds New Flavor Variety to Artisan Thin Crust Line*

**MILWAUKEE – March 4, 2020** – Urban Pie™ Pizza Co. is introducing artisan thin crust pizzas made with hemp seeds to the frozen pizza aisle and adding a new flavor to its artisan thin crust line. Urban Pie Pizza is one of the fastest growing brands in natural channel, and these hemp-infused crusts are a first in the frozen aisle. Their artisan crust made with hemp seeds brings functional ingredients to a well-loved household staple – frozen pizza. Urban Pie is also debuting a new flavor to its original line of frozen pizzas: Uncured Pepperoni with Creamy Rosa Sauce, which puts a unique spin on a traditional pepperoni pizza.

Hemp has gained traction in the market for its purported health benefits and according to *Hemp Business Journal, Feb. 2019*, “Hemp product sales are projected to double and become a \$1.8B category by 2022.”

Hemp seeds contain Omega-3 and Omega-6 essential fatty acids and are a good source of plant-based protein. Many consumers use it to reduce inflammation.

Holding to Urban Pie’s brand promise of unique flavors and being “Committed to Good,” the new line features an artisan crust baked with hulled hemp seeds, delivering a great taste that has a functional purpose for consumers who are cognizant about their food choices. All Urban Pie pizzas use 100% real rBST-free cheese and meats raised without antibiotics, and are free from artificial colors, flavors and preservatives.

Urban Pie offers four varieties in the new artisan crust line made with hemp seeds:

- **Chicken Pesto** – Pesto sauce, antibiotic-free diced chicken, diced tomatoes, basil, provolone, Romano, Asiago and whole-milk mozzarella.
- **6-Cheese** – Marinara and basil with a blend of six cheeses: whole-milk mozzarella, white cheddar, diced provolone, Asiago, Parmesan and Romano.
- **Spinach & Roasted Mushroom** – Alfredo sauce, whole-milk mozzarella, roasted portobello, crimini and white mushrooms, spinach, garlic, Parmesan, Romano and Asiago.

- **Pepperoni & Chicken Sausage** – Marinara, whole-milk mozzarella, provolone, uncured pepperoni slices, sliced chicken sausage, Parmesan, Romano and Asiago.

“Urban Pie pushes the boundaries of what is expected in a typical frozen pizza. The market has seen a huge influx of both plant-based proteins and cannabis products recently. Urban Pie Hemp Crust pizzas take the best and most functional attributes of these trends and serves them to consumers through unique flavors of frozen pizza. In addition to the functional benefits of the hemp seeds, each pizza tastes amazing,” says Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa, Inc.

Urban Pie™ Pizza Co. is also proudly introducing a new flavor: Uncured Pepperoni with Creamy Rosa Sauce. The new flavor joins the original lineup of artisan thin crust pizzas that feature unique flavors and clean ingredients.

It has uncured, antibiotic-free pepperoni, creamy Rosa sauce – a flavorful blend of marinara and Alfredo, and rBST-free diced provolone and mozzarella cheeses atop its signature flaky thin crust. This puts the Urban Pie “Unique Flavor” spin on the classic pepperoni pizza.

Urban Pie has a suggested retail price of \$8.99. The artisan crust pizzas made with hemp seed can be found in select Wisconsin and Midwest retailers beginning in April. The new Uncured Pepperoni with Creamy Rosa sauce will be available at all Sprout’s Farmers Market stores and select Wisconsin and Midwest retailers in April.

Urban Pie is part of Palermo’s growing Family of Brands, which includes Palermo’s® Pizza, Screamin’ Sicilian™ Pizza Co., Urban Pie Pizza Co.™ and Connie’s® Pizza. In addition to its popular branded products, Palermo’s is a leading producer of premium private label frozen pizza for the retail and club channels.

#### **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. The family-owned company was founded in 1964 and is headquartered in Milwaukee, Wisconsin. Palermo’s growing portfolio of branded pizzas includes [Palermo’s® Pizza](#), [Screamin’ Sicilian™](#), [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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What superfood sales have grown 46% since 2018 and are expected to double by 2022?

Don't miss out on the latest trend!

INTRODUCING  
**URBAN PIE**  
PIZZA CO.

Made With  
**HEMP SEED**

EXCITING NEW ADDITION TO  
**URBAN PIE**  
ONE OF THE FASTEST GROWING PIZZA BRANDS  
IN THE NATURAL CHANNEL



FIRST OF ITS KIND  
IN FROZEN PIZZA

HIGH IN OMEGA-3 &  
OMEGA-6 FATTY ACIDS

GOOD SOURCE  
OF PROTEIN



COMMITTED TO GOOD



100% REAL  
RBST-FREE  
CHEESE

MEATS  
RAISED WITHOUT  
ANTIBIOTICS



NO ARTIFICIAL COLORS, FLAVORS OR PRESERVATIVES\*

JOINING OUR ORIGINAL LINEUP

APRIL 2020

Contact Us

# Check out our original line-up

## VEGGIE CRUST



## THIN Artisan CRUST

