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#### FOR IMMEDIATE RELEASE

## Screamin' Sicilian and Jacob Leinenkugel Brewing Company Team Up for New Line of Wisconsin-Style, Beer Crust Pizzas

*Screamin' Sicilian Releases Four New Frozen Pizzas with Leinenkugel's Original Beer-Infused Crust*

**MILWAUKEE – July 27, 2020** – Screamin' Sicilian Pizza Co. and Jacob Leinenkugel Brewing Company have joined forces to create 'Za Brewski, a new line of premium, frozen pizzas with beer-infused crusts.

Bringing together two of Wisconsin's most beloved brands, the collaboration combines Screamin' Sicilian's top-quality ingredients with a specialty crust baked with Leinenkugel's Original, the first classic American Pilsner from Leinie's, which is brewed with pale malts and cluster hops.

The 'Za Brewski pizzas are available in four distinct and delicious flavors:

- **Philly Cheesesteak:** Leinenkugel's Original Beer-Infused Crust, Beer Cheese Sauce, Whole Milk Mozzarella, Steak Strips, Green Bell Peppers and Caramelized Onions, Parmesan and Romano
- **Pepperoni:** Leinenkugel's Original Beer-Infused Crust, Beer Cheese Sauce, Whole Milk Mozzarella, Pepperoni, Diced Provolone, Parmesan and Romano
- **Hot Italian Sausage & Pepperoni:** Leinenkugel's Original Beer-Infused Crust, Beer Cheese Sauce, Whole Milk Mozzarella, Sliced Hot Italian Sausage, Sliced Pepperoni, Parmesan and Romano
- **BBQ Meatball:** Leinenkugel's Original Beer-Infused Crust, Beer BBQ Sauce, Whole Milk Mozzarella, Beer Glazed Mini Meatballs, Roasted Red Onions, Parmesan and Romano

With suggested retail price of \$8.99, Screamin' Sicilian 'Za Brewski pizzas with Leinenkugel's Original-infused crust can be found at the following retailers: Piggly Wiggly, Woodman's, Jewel, Sendik's, Festival



Screamin' Sicilian 'Za Brewski Pepperoni Pizza  
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Foods, Harris Teeter, Hy-Vee, Price Chopper Midwest, Berkots, Caputo's, Sunset Foods, Butera, SVT, and Kroger.

For more information, please visit [www.palermospizza.com](http://www.palermospizza.com).

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#### **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 located 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).

#### **About Jacob Leinenkugel Brewing Company**

Since 1867, Jacob Leinenkugel Brewing Company has been crafting beers in Chippewa Falls, WI that channel German brewing traditions and the innovative spirit of Wisconsin. Molded over six generations, Leinenkugel's continues to brew family-inspired recipes today, which include an assortment of German-style beers that range from lagers and porters to doppelbocks and other seasonal varieties. Some of the brewery's signature beers include Summer Shandy, a crisp Weiss beer with refreshing natural lemonade flavor perfect for warm weather, which complements a year round line-up that includes favorites like Leinenkugel's Original, Canoe Paddler Kolsch, Creamy Dark and the newly launched Spritzen line of beers with a splash of seltzer. To learn more about Leinenkugel's, visit [leinie.com](http://leinie.com) and [@Leinenkugels](#) on Facebook, Twitter, and Instagram.

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