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**FOR IMMEDIATE RELEASE**

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## Palermo's Adds Gluten-Free to Primo Thin Lineup

*Two new flavors with gluten free crusts now available*

**MILWAUKEE – December 22, 2020** – Palermo's Pizza, headquartered in Milwaukee, Wisconsin, is adding two gluten-free options under the Primo Thin Pizza line. The new gluten-free crust offerings are on a thin crust that bakes crispy on the bottom but maintains a soft bite. They are available in two new flavors: Cheese and Roasted Vegetable. The Cheese Pizza has a classic Marinara sauce, Mozzarella, White Cheddar, Parmesan, and Romano cheeses. The Roasted Vegetable Pizza has Marinara sauce, red, green and yellow peppers, red onions, and Mozzarella, Parmesan, and Romano cheeses.

"Palermo's Primo Thin is known for an ultra-thin crust with premium toppings and is a mindful choice in the frozen pizza category with fewer carbs and calories than the leading competition. To further address the needs of our consumers, we felt there was an opportunity to create a great tasting gluten free option under the Palermo's brand." said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa. "Our gluten-free crusts are not like any other gluten-free crust on the market. Our crusts closely resemble the original Primo Thin crust, with a crisp bottom and soft bite when baked. You won't believe they are gluten-free."



The new pizzas are available for a suggested retail price of \$7.99. They are currently available at Woodman's and Festival Foods with planned expansion in the Mid-West throughout the rest of the year and into 2021.

### **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).

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