



**FOR MORE INFORMATION**

Rebecca Schimke

PR & Events Manager

414-982-6408

[r.schimke@palermospizza.com](mailto:r.schimke@palermospizza.com)

**FOR IMMEDIATE RELEASE**

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## Urban Pie Pizza Co. Now Available at Whole Foods

*Brand continues expansion in Natural Channel*

**MILWAUKEE – January 27, 2021** – Urban Pie Pizza Co., a brand manufactured under the Palermo Villa, Inc. umbrella, is now available nationwide at Whole Foods. Three of the brand’s Thin Artisan Crust line will be sold at Whole Foods for a suggested retail price of \$8.99 every day.

- **Pesto:** Pesto, Mozzarella, Cherry Tomatoes, Basil, Romano, Provolone and Parmesan Cheeses
- **Supreme:** Uncured Pepperoni, Sliced Chicken Sausage, Zesty Marinara Sauce, Romano, Parmesan, Mozzarella, Provolone, Crimini Mushrooms, Green Peppers, Tomato, Basil and Onion
- **Uncured Pepperoni Rosa:** Uncured Pepperoni, Marinara and Alfredo Sauce Blend, Parmesan, Romano, and Diced Provolone Cheese.

Urban Pie’s brand promise is to be “Committed to Good.” This means that every pizza is made using thoughtful ingredients - including rBST free cheeses, antibiotic free meats, and no artificial colors, flavors, or preservatives. “We’re thrilled to have our pizzas on the shelves at Whole Foods. Urban Pie prides itself on our unique flavor combinations which bring excitement to the standard frozen pizza set. We think that this, paired with our natural ingredients that meet the rigorous Whole Foods’ standards, will make Urban Pie a hit for their shoppers.” said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa.



**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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