



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

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New Flavors for Palermo's Neighborhood Pizzeria

MILWAUKEE – April 28, 2021 – Palermo Villa, Inc is rolling out two new classic pizza flavors within their Palermo's Neighborhood Pizzeria line up. The two new flavors, with an average retail price of \$6.99, can be found at Woodman's, Festival, Piggly Wiggly, Trigs, Sendik's, independent SuperValu stores and select Sentry stores. Further expansion into Kroger stores will happen in July.

Combination: spicy Italian sausage, pepperoni, Parmesan, Romano, Mozzarella, tomato sauce atop a crispy, yet soft, medium thickness pizzeria style crust.

Sausage, Mushroom & Onion: spicy Italian sausage, mushrooms, onions, Parmesan, Romano, seasoning blend, and tomato sauce atop a crispy, yet soft, medium thickness pizzeria style crust.

"These new flavors might not seem too out of the box for us when you look at some of our more recent innovations like our Leinenkugel's beer infused crusts on our Screamin' Sicilian Za Brewski line or hemp seed crusts from Urban Pie, but we felt that our consumers wanted more choice and variety in classic pizza flavors, especially for our Neighborhood Pizzeria line. The crispy, yet soft, medium thickness pizzeria style crust brings all the flavors of local pizza joints to your home oven. These flavors are the ones that satisfy a hunger craving and please everyone at the dinner table." said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa, Inc.



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.

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