



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

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Palermo Villa and Funky Fresh Spring Rolls To Partner on Frozen Business Expansion

Acquisition Creates New Subsidiary to Expand Frozen Spring Roll Business

MILWAUKEE – January 18, 2022 – Milwaukee based frozen pizza manufacturer Palermo Villa, Inc. today announced that it has acquired a majority interest in and will partner with locally-owned Funky Fresh Spring Rolls as part of a plan to expand distribution and the availability of products offered by the company founded in 2013 by local entrepreneur TrueMan McGee.

As part of the acquisition, Palermo Villa, Inc. and Funky Fresh Spring Rolls will form a new subsidiary named Funky Villa, LLC, which will maintain the frozen, branded Funky Fresh Spring Rolls products and work to expand the footprint of the frozen Funky Fresh Spring Rolls into other markets. They are currently sold in roughly 20 retail locations in Southeast Wisconsin, including Sendik's, Outpost Natural Foods, Festival Foods and at the Sherman Phoenix.

“Funky Fresh is uniquely positioned in the marketplace as a quick, healthy, and fulfilling meal option for consumers,” said Giacomo Fallucca, CEO and Chairman of the Board for Palermo's. “We are thrilled to



Funky Fresh's TrueMan McGee with package of Funky Fresh Spring Rolls.

work closely with TrueMan as the brand develops. There is significant potential to grow Funky Fresh and expand the availability of these non-traditional spring rolls in the local area and beyond.”

“We’re thrilled to become part of and partner with a legendary food company that has so much rich history in Milwaukee and incredible expertise and success in the food industry. When we started Funky Fresh nearly 10 years ago, our goal was to become a successful frozen food manufacturer. We accomplished that goal during one of the toughest times for small businesses.” said McGee. “Now, with a partner like Palermo Villa, we can achieve further growth and get our Funky Fresh Goodness out to a much broader market.”

Funky Fresh founder, TrueMan McGee, will remain the operator of the restaurant side of the Funky Fresh business and its location in the Sherman Phoenix will remain open. McGee also will work with Palermo’s on expanding production and distribution of the Frozen Spring Roll products and be involved in upcoming efforts to grow the food truck business in the next several months. Fallucca noted that McGee will also be an integral part of the new subsidiary and assist in its day-to-day operations, including marketing, sales, and new product development.

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.

About Funky Fresh Spring Rolls

Funky Fresh Spring Rolls was founded by TrueMan McGee in 2013. Born out of a need for healthy food options for his personal training clients, his handcrafted spring rolls quickly outgrew the workout clients in demand. After years of growing popularity at Milwaukee area farmers markets and festivals, Funky Fresh Spring Rolls opened its first storefront location in the former Grand Avenue Mall in 2018. Later that year, the company moved into the newly completed Sherman Phoenix, where its business continues to operate today.

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