



FOR MORE INFORMATION

Rebecca Schimke
Public Relations & Events Manager
414-982-6408
r.schimke@palermospizza.com

FOR IMMEDIATE RELEASE

02/09/2023

Palermo's Pizza Expansion to Create More Than 200 New Jobs

MILWAUKEE – February 09, 2023 – Palermo Villa, Inc. today announced that it is expanding production capabilities with a new location in Jefferson, Wisconsin. The expansion plan will create more than 200 new job opportunities that will include salaried management positions, production associates, and quality, maintenance, warehouse, and sanitation positions.

The Jefferson facility, west of Milwaukee, which is located at 1015 Industrial Ave., was formerly used as a food processing plant. Palermo's will be adding specialized equipment to the facility to create additional production capacity with at least two pizza topping lines. When the Jefferson facility is up and running at full capacity, which is anticipated to be in the late Summer of 2023, the plant is estimated to produce more than 50 million frozen pizzas per year.



Aerial view of Palermo's Jefferson Site

“Palermo's is a people first culture. None of what we do is possible without our people. We are committed to delivering a great pizza experience and to being Wisconsin's Hometown Pizza. Our expansion is due to increased consumer demand for our family of brands – Palermo's, Urban Pie, Connie's, Screamin' Sicilian, and Surfer Boy Pizza. This expansion reinforces our commitment to provide industry competitive jobs for people who live and work in Wisconsin,” said Giacomo Fallucca, Chairman of the Board and Chief Executive Officer of Palermo's.

Fallucca added that with these expansion plans, “Palermo's will add 200 jobs between both of our locations: the new Jefferson production facility and at our Milwaukee headquarters on Canal St. in the heart of the Menomonee Valley.” He added that “the company will use a staggered-start training program for the new positions that will continue to build capacity through 2023 and 2024.

“It takes a lot of work and collaboration to get to a day like today,” said Tim Freitag, Jefferson City Manager. “We’re thrilled that Palermo’s is expanding here, bringing new jobs, and investing in our community.”

“Over the past three years, we’ve added over 400 jobs through expansions at our headquarters in Milwaukee; in 2020 we installed a Rising Crust bakery line and a fourth topping production line that allowed us to hire more employees and increase capacity. The Jefferson site will allow us to expand and increase capacity again. While we considered expansion plans in multiple geographic locations, timing and availability of space led us to decide to expand in Jefferson,” added Fallucca. “Jefferson is a great site as it allows us to expand our Wisconsin roots and continue to provide great career opportunities in our home state.”

“Palermo’s expansion is a fantastic example of a success achieved by stakeholders working together to benefit Greater Jefferson County,” said Deb Reinbold, President of Thrive Economic Development. “The jobs created by this expansion will support local workers and their families. Our team is grateful to assist with this project and congratulates Palermo’s on its success.”

Palermo’s recently was Certified™ by Great Place to Work®, an international group that surveys, certifies, and recognizes great places to work. The award is based entirely on what current employees say about their experience working at Palermo’s. This year, 73% of Palermo’s employees said it’s a great place to work – the average U.S. company ranks around 59%, according to the organization.

Palermo’s is currently accepting applications for open positions. Those interested are encouraged to visit <https://www.palermovillainc.com/careers/> to learn more.

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, WI. Palermo’s growing portfolio of branded pizzas includes [Palermo’s® Pizza](#), [Screamin’ Sicilian™](#), [Urban Pie Pizza Co.™](#), [Surfer Boy™](#), 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.

####