



**FOR MORE INFORMATION**

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**FOR IMMEDIATE RELEASE**

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## Screamin' Sicilian Introduces 'Tavern Style' Pizza *Offers Wisconsin Taverns Free Pizza Parties Through Online Contest*

**MILWAUKEE – July 31, 2023** – Wisconsin is known for beer and cheese, but what about its Pizza? Palermo Villa, Inc., parent company of Screamin' Sicilian Pizza Co. is headquartered in Milwaukee, Wisconsin – the home to iconic beers, cheeses, and pizza brands. Screamin' Sicilian is releasing a new pizza – Tavern Style, inspired by the iconic taverns the state is known for.



With the launch of a tavern style inspired pizza the brand decided to debut the pizzas at the very places that inspired it – Wisconsin Taverns. Consumers can go online ([www.973thegame.com](http://www.973thegame.com)) from August 1 – 20, 2023 to nominate their favorite Wisconsin based tavern to win a pizza party that includes the Screamin' Sicilian Pizza Truck serving slices of the new



Screamin' Sicilian Tavern Style Pizza. One of the four winning locations will also be selected via an [Instagram poll](#) to receive a live radio broadcast with Drew & KB from 97.3 The Game. Official rules of the contest can be found [here](#).

“What better way to bring a tavern style pizza to market than to throw parties in the very places that inspired them,” said Nick Fallucca, Chief Product and Innovation Officer for Palermo’s Pizza. “We’re excited to partner with Drew & KB and The Game Network, to offer consumers a chance to win an awesome pizza launch party at their favorite local Tavern to celebrate the release of our new Screamin' Sicilian Tavern

Style Pizzas. We think the style and flavor of these new pizzas will be nostalgic of the cracker thin pizzas found in local taverns throughout our great state.”

Screamin’ Sicilian Tavern Style features an extra crispy cracker thin crust and is perfectly topped with premium toppings. The new pizzas are available in five flavors; Pepperoni, Pepperoni & Sausage, Supreme, Sausage, and Sausage, Mushroom & Onion and are available at select retailers throughout the Midwest for a suggested retail price of \$9.99.

**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.™](#), [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](http://www.palermospizza.com).

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