



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

11/14/2025

Funky Fresh Announces Pause of Retail Sales

Following in-store trials, Funky Fresh has made the difficult decision to pause production of its spring roll line.

MILWAUKEE – November 14, 2025 – Funky Fresh, known for its commitment to fresh, flavorful, and convenient food options, has announced a pause in production of its spring roll product line. This decision follows extensive retail trials and customer feedback, which indicated that the product did not meet performance expectations or consumer demand in today's competitive market environment.

Founded in Milwaukee in 2013 by TrueMan McGee, Funky Fresh quickly gained recognition for its innovative approach to healthy eating. In 2022, the brand partnered with Palermo Villa, Inc. to expand its reach in the frozen food category, bringing Funky Fresh Spring Rolls to a broader audience.

"We're incredibly proud of the innovation and passion that went into our spring rolls," said TrueMan McGee, Founder of Funky Fresh. "While this chapter is coming to a close, we remain focused on continued innovation within the Palermo's Family of Brands and finding new and groundbreaking options for delivering delicious, healthy food that resonates with our customers — The Funky Fresh Nation."

Locally, people will continue to see Funky Fresh in a variety of ways. Funky Fresh will continue to explore new opportunities and product offerings that align with its mission to make fresh food accessible, exciting, and impactful. McGee will be offering virtual [small-scale pop-ups](#) to offer food pick up or delivery, farmers markets, and special events. Pop-up offerings will include Funky Fresh Spring Rolls and Meal Kits including Creamy Tuscan Salmon, Chicken Birra Tacos, and Crispy Mushroom Tacos.

“Products have a life cycle, and the time has come to pivot on Funky Fresh,” said Jasper Fallucca, Vice President of Corporate Development for Palermo’s. “We conducted extensive consumer testing and reformulated the product multiple times. Unfortunately, the major retail opportunity we anticipated did not materialize, and sales at existing accounts did not support the continuation of the line. That said, we remain committed to innovation with TrueMan at the helm as we regroup and look forward to future product developments for the brand.”

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. Funky Fresh joined the Palermo’s Family of Brands in 2022.

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.™](#), [Connie’s® Pizza](#), and Funky Fresh Spring Rolls. 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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