



A Family of Brands  
— Since 1964 —

**FOR MORE INFORMATION**

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**FOR IMMEDIATE RELEASE**

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## Connie's Frozen Pizza Launches Authentic Wood-Fired Pizzas Across Midwest Markets

**MILWAUKEE – May 11, 2026** – Connie's Frozen Pizza, made by parent company, Palermo Villa, Inc. known for its commitment to quality and flavor, is expanding its portfolio with the launch of a new line of authentic wood-fired frozen pizzas, now rolling out throughout Midwest retail markets.

Inspired by the bold flavors and artisan techniques customers expect from Connie's, the new woodfired pizzas deliver a crisp and airy, flavorful crust and premium toppings made from high-quality, all natural ingredients. Connie's woodfired crust starts with dough deliberately and slowly fermented for 24 hours and then baked hot and fast in an authentic, real woodfired oven crafted to bring the experience of an authentic woodfired pizzeria straight from the freezer to the home oven.

The new lineup includes four crave-worthy varieties:

- **Pepperoni** – Made with all-natural pepperoni and finished with Connie's signature topping blend.
- **Italian Sausage, Peppers & Onions** – Featuring all-natural spicy sausage, roasted onions, and red peppers, topped with Connie's proprietary blend and a hint of red pepper flakes.
- **Margherita** – Diced tomatoes in olive oil paired with Connie's margherita spice blend, including oregano, garlic, and basil, for a fresh, classic flavor profile.
- **Sausage & Pepperoni** – A hearty combination of all-natural sausage and pepperoni, finished with Connie's signature topping blend.

“Consumers are looking for elevated frozen options that don’t compromise on taste or quality,” said Nick Fallucca, Chief Innovation Officer for Palermo Villa, Inc. “Our new wood-fired pizzas stay true to Connie’s roots while meeting today’s demand for authentic, restaurant-quality meals at home.” Connie’s wood-fired frozen pizzas are now available at select retailers throughout the Midwest with a suggested retail price of \$10.99, with additional distribution planned in the coming months.

**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](http://www.palermospizza.com).

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