



Company History

Primo Famiglia of Pizza

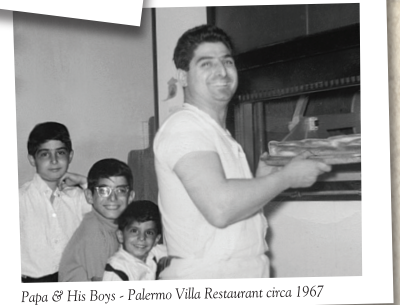
While most companies that sell Pizza have no real connection to Italy, Palermo's passion for food and family reaches all the way back to the country where Pizza was born. In fact, the cherished recipes used in our Pizzeria were carried to America from Sicily by our founder, Gaspare Fallucca – the man everyone loved and called "Papa Palermo." Papa's commitment to using only the freshest quality ingredients has been passed on to the second and third generations now leading our family business. We're also devoted to searching the world for the most amazing Pizzas, so our Pizzaiolos can recreate them for you to enjoy at home.

Palermo's has been an innovator in frozen pizza throughout its history:

- 1954** – Our founders, Gaspare and Zina Fallucca, immigrate to the U.S.
- 1964** – Palermo's begins as an Italian bakery on Milwaukee's East Side.
- 1969** – Gaspare (Jack) and Zina open a restaurant and Pizzeria to satisfy customer demand for their homemade Italian food.
- 1979** – We begin manufacturing frozen Pizza under the Palermo's brand name.
- 1989** – Palermo's introduces a revolutionary new product – the first frozen Pizza with a crust that rises while it bakes.
- 1993** – Palermo's begins to produce private label products and introduces the first super-premium private label Pizza.
- 2003** – Demonstrating innovation once again, Palermo's develops the first ultra-thin frozen Pizza.
- 2006** – We move to Milwaukee's beautiful Menomonee Valley. Villa Palermo, our 137,000-sq.-ft. facility, consolidates five locations and houses our corporate offices and manufacturing facility.



Papa & Zina Depart For America



Papa & His Boys - Palermo Villa Restaurant circa 1967



Palermo Villa Restaurant circa 1974



Palermo's Pizzeria 2007, Villa Palermo Courtyard



Villa Palermo 2006



New Expansion 2011



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- 2007** – Using an imported Italian marble hearth oven, Palermo's creates the first domestic hearth-baked crust for frozen Pizza.
- 2009** – Palermo's enters food service.
- 2010** – Palermo's launches hand-tossed style Pizza, inspired by pizzeria-style crusts that are crispy on the outside and chewy in the middle.
- 2011** – An expansion adds 113,000 sq. ft. to Villa Palermo for bakery, production and employee services.
- 2012** – We create a flatbread line, offering sophisticated flavor combinations on a hearth-baked crust.
- 2013** – Screamin' Sicilian – our line of ovetopped craft Pizza – is launched and quickly becomes a favorite among Pizza lovers.
- 2014** – Palermo's celebrates 50 years of delivering a Great Pizza Experience by donating 100,000 Pizzas to food banks across the country.
- 2015** – P'mos, a cheesy pub-style Pizza, hits supermarket shelves. And Palermo's proudly kicks off a new initiative to donate more than 500,000 Pizzas annually to food banks in the communities in which we do business.
- 2016** – We introduce three new products in one year – Sasquatch, Screamin' Sicilian Stromboli and Urban Pie.
- 2017** – Palermo's acquires Connie's Naturals, LLC, solidifying our position as one of the nation's largest Pizza companies. We also add Screamin' Sicilian I'm Single and Palermo's King Cheese to our Family of Brands.
- 2018** – Our popular Screamin' Sicilian line adds two new products – Screamin' Sicilian Loaded Pan and Screamin' Sicilian Take 'N Bake. We continue our sponsorship of local professional sports teams, including partnering with our hometown Milwaukee Bucks, who move into their new home at Fiserv Forum.
- 2019** – Palermo's 55th anniversary is a celebration of our history, innovative culture and future. A highlight is "55 Days of Pizza," when we give away a Vespa Primavera and 12,000 other prizes. We're on track to donate 1.5 million Pizza meals this year, including Easter Baskets for the Hungry and a Scoring First for Families promotion with the Milwaukee Brewers.



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Villa Palermo
3301 West Canal Street
Milwaukee, WI 53208
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Manufacturing Capabilities

Unique and Effective Production Facility

Our home, Villa Palermo, is a state-of-the-industry manufacturing facility that adjoins our company headquarters. This facility allows us to increase capacity while exerting stronger quality control than ever before. It's the perfect blend of two eras – Old World artisanship and leading-edge, modern-day technology.



Villa Palermo, Milwaukee, WI



New Expansion 2011

Villa Palermo Features

- 250,000-square-foot state-of-the-industry manufacturing facility
- High-tech pizza manufacturing operation
- On-site bakery to produce best-in-class crusts
- State-of-the-art robotic packaging equipment
- 24-hour shipping and receiving facility



We meet or surpass all government regulatory standards for cleanliness and food safety. We have a fully trained staff to ensure that all of our products maintain a gold standard of excellence.

Additional Highlights

- We are a USDA- and FDA-approved and -inspected facility
- We comply with GFSI standards and are BRC certified
- We have a strong quality assurance-trained staff and programs
- We are an organic certified manufacturer



For more information or to schedule an appointment, call our Sales team at 888-571-7181 or e-mail sales@palermospizza.com

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A Family of Brands
Since 1964



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Innovation

Entrepreneurial with Robust Research & Development

Innovation is at the heart of who we are. Our passionate Pizzaiolos are foodies who avidly track culinary trends and restaurant innovations, while our onsite Pizzeria and incubator lab allow us to push the boundaries of innovation. Three generations of Pizza-making experience and an entrepreneurial, forward-thinking approach result in high quality products that are consistently recognized by both the industry and consumers. This commitment to quality has made us a leader in both private label frozen Pizza and contract manufacturing.


AWARDS

2019 Golden Penguin Award
National Frozen & Refrigerated
Foods Association

2017 Breakthrough Innovation Award
Nielsen Company

2017 Top 10 New Product Pacesetters
IRI

2016 Frozen Foods Processor of the Year
Refrigerated & Frozen Foods

Villa Palermo Features

- 250,000-square-foot state-of-the-industry manufacturing facility
- High-tech Pizza manufacturing operation
- On-site bakery to produce best-in-class crusts
- On-site Pizzeria with wood-fired oven from Italy
- Incubator test lab
- USDA- and FDA-approved and -inspected facility
- Compliance with GFSI standards and BRC certified
- Organic-certified manufacturer
- Strong quality assurance-trained staff and programs

We meet or surpass all government regulatory standards for cleanliness and food safety. We have a fully trained staff to ensure that all of our products maintain a gold standard of excellence.

From Concept to Retail Execution, We Are Pizza Experts

- First to market with ultra-thin, hearth-baked, rising and craft-style crusts
- We create categories!
- Experienced in-house creative team
- Award-winning packaging
- Three generations of family members committed to delivering a Great Pizza Experience

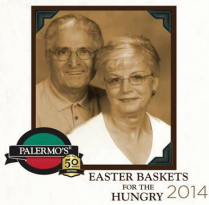




A Passion For Giving

Celebrating Italian Culture to Unite and Serve Others

More than 50 years after Jack and Zina Fallucca started Palermo's, the foundation upon which they built our company endures. It is our privilege to carry on their remarkable legacy of hard work and generosity. Stewardship is a key part of our corporate culture – a responsibility that is reflected in the many causes we support through donations of our products, contributions of time and talent, and financial assistance.



Easter Baskets for the Hungry

Palermo's largest ongoing initiative is "Easter Baskets for the Hungry" – which teams up Palermo's employees, vendors and customers with Milwaukee's Hunger Task Force. Palermo's Pizzaiolos solicit food and monetary donations, with the goal of filling 1,500 large baskets with Easter dinner and enough food to feed a family of four for a week. Employees, vendors and customers then participate in a massive one-day event to assemble and distribute the baskets. In the nine years we've sponsored Easter Baskets for the Hungry, we've provided nearly 450,000 pounds of food to needy Milwaukee families.



English Language Classes

Our English Language Program helps employees learn how to communicate better at work, in their personal lives and in the community. English-speaking employees assist the professional instructor and serve as class mentors, building strong bonds among our diverse employee population.

Community Partnerships

As a family-owned business committed to uniting and serving others through our Italian culture of hospitality, we are proud supporters of the Italian Community Center, United Community Center, Hispanic Chamber of Commerce of Wisconsin and other community groups. We have deep personal commitments to these organizations, providing support through program sponsorships, career mentoring, collections of food and gifts, and much more.

Club Verde

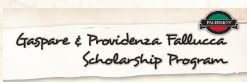
Club Verde's season traditionally kicks off on Earth Day, picking up a winter's worth of litter along the Menomonee River and Hank Aaron State Trail in our Milwaukee hometown. Our efforts continue through the summer and fall, with the "Stew Crew" making weekly excursions to keep our neighborhood tidy.

Fallucca Family Scholarships

Each year, we provide the children of our employees with up to \$25,000 in scholarship money. The program pays tribute to our remarkable founders, who – with only a grade school education – led our company with a passion for excellence and commitment to achievement.

Fighting Hunger

As part of our mission to give back, we are committed to donating more than 500,000 pizzas annually to food banks in the communities in which we do business.





Environmental Stewardship

It's Easy Being Red, White and Green

The owners and employees of Palermo Villa take great care to preserve the environment for future generations through pervasive efforts to reduce, reuse and recycle as part of our frozen Pizza manufacturing process, including:



Fuel Conservation: Palermo's helps reduce greenhouse gas emissions by utilizing freight carriers that are certified for their fuel-efficient practices and by choosing intermodal transportation for our shipping needs whenever feasible.



Energy Conservation: Our office lighting features occupancy sensors and our manufacturing plant uses energy-efficient LED lighting.



Waste Repurposing: More than 900 tons of food waste is repurposed as feed for livestock each year.



Sustainable Packaging: The more than 15 million pounds of cardboard that Palermo's uses annually for master boxes and individual Pizza boxes is made from recycled pulp.



Recycling: Palermo's recycles more than 2,000 tons of cardboard and plastic annually, along with thousands of plastic drums. We also donate dozens of plastic barrels to city projects every year for use as rain barrels.

Other green efforts include:



Water Conservation: Palermo Villa's no-water lawn and plantings are environmentally friendly.

Club Verde: Our employee "stew crew" leaves a green footprint with weekly outings to maintain and beautify the area around our facility and the nearby Hank Aaron State Trail.



Partnerships: Palermo's has partnered with our Menomonee Valley neighbors to support efforts to maintain an environmentally conscious city:

- Hank Aaron State Trail – Provides a continuous connection between Miller Park and the Lake Michigan lakefront.
- Urban Ecology Center – Serves 77,000+ people each year, while protecting and restoring urban green spaces.
- Three Bridges Park – The newest Milwaukee park in decades features biking and walking trails, river access for fishing and canoeing, and three bike/pedestrian bridges.



Palermo's Pizzaiolos are committed to being responsible citizens of Mother Earth, as well as good neighbors and friends to those who work and play in Milwaukee's Menomonee Valley.



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