



PRIMO - THIN™ -

ULTRA THIN CRUST

**LOW IN CALORIES,
BIG ON FLAVOR!**

..... AS LOW AS

250

CALORIES

..... PER 1/3 PIZZA.....

Primo Thin strikes the perfect balance of great taste in a more mindful option. Consumers won't believe that our crispy ultra-thin crust and generous restaurant-quality ingredients have fewer calories and carbs per serving than our competition. Indulge mindfully with Primo Thin!



THE MINDFUL PIZZA

- Ultra Thin Crust and Big Taste, a perfectly balanced bite
- Updated packaging focused on appetite appeal and nutritionals
- Unique flavors targeted to the 'mindful' consumer
- 2 SKUs offer a crust made with Whole Wheat

LOW IN CALORIES, BIG ON FLAVOR!



5 CHEESE

290 CAL | **14g** PROTEIN
26g CARBS

Robust Tomato Sauce, Part-Skim Mozzarella Cheese, White Cheddar & Provolone, Parmesan & Romano Cheeses



PEPPERONI

340 CAL | **15g** PROTEIN
25g CARBS

Spicy Tomato Sauce, Part-Skim Mozzarella Cheese, Sliced Pepperoni & Julienne Pepperoni



SUPREME

350 CAL | **15g** PROTEIN
28g CARBS

Robust Tomato Sauce, Italian Sausage, Pepperoni, Part-Skim Mozzarella Cheese, Parmesan & Romano Cheeses, Roasted Red & Green Peppers, Roasted Onions, Black Olives



MARGHERITA

270 CAL | **13g** PROTEIN
24g CARBS

Robust Tomato Sauce, Garlicky Mixture of Tomatoes & Basil, Whole and Part-Skim Mozzarella Cheese, Parmesan & Romano Cheeses



ITALIAN SAUSAGE

290 CAL | **14g** PROTEIN
21g CARBS

Robust Tomato Sauce, Italian Sausage, Part-Skim Mozzarella Cheese, Provolone, Asiago, Parmesan & Romano Cheeses, Tomatoes, Oregano, Basil



CHICKEN ALFREDO

290 CAL | **18g** PROTEIN
28g CARBS

Creamy Alfredo Sauce, Roasted Chicken, Part-Skim Mozzarella, Garlic Seasoning



SOUTHWEST VEGGIE

250 CAL | **10g** PROTEIN
30g CARBS

Salsa Verde Sauce, Black Beans, Corn, Roasted Peppers and Onions, Part-Skim Mozzarella



AVOCADO CLUB

260 CAL | **12g** PROTEIN
23g CARBS

Avocado Cream Sauce, Bacon, Spinach, Tomatoes, Part-Skim Mozzarella

NEW

VARIETY	NET UNIT (oz.)	NET CASE (lbs.)	GROSS CASE (lbs.)	UNIT UPC	CASE UPC	COST	RETAIL
5 CHEESE	13.00	9.75	14.62	000 75706 16500 1	100 75706 16500 8		
PEPPERONI	14.20	10.65	15.66	000 75706 16501 8	100 75706 16501 5		
SUPREME	16.55	12.41	17.01	000 75706 16502 5	100 75706 16502 2		
MARGHERITA	15.55	11.66	16.26	000 75706 16504 9	100 75706 16504 6		
ITALIAN SAUSAGE	18.10	13.58	18.93	000 75706 16509 4	100 75706 16509 1		
GARLIC CHICKEN ALFREDO	14.45	10.84	15.70	000 75706 30053 2	100 75706 30053 9		
SOUTHWEST VEGGIE	14.90	11.18	16.64	000 75706 30214 7	100 75706 30214 4		
AVOCADO CLUB	13.35	10.01	15.56	000 75706 30213 0	100 75706 30213 7		



CASE DATA: 24.75" L x 12.75" W x 8.375" H **CUBE:** 1.53 **PALLET DATA:** 6 Ti x 10 Hi **QUANTITY:** 60 cases
PACKAGING DIMENSIONS: 12" x 12" x 1.1875" **CASE PACK:** 12 units

= Whole Wheat Crust

01/2019



Villa Palermo
3301 West Canal Street
Milwaukee, WI 53208

PALERMOSPIZZA.COM/TRADE



NEIGHBORHOOD PIZZERIA

Family Owned Since 1964





CHEESE PIZZA

MOZZARELLA, PROVOLONE, WHITE CHEDDAR, PARMESAN, ROMANO, OREGANO AND BASIL



PEPPERONI PIZZA

SLICED + JULIENNE PEPPERONI, MOZZARELLA, PARMESAN, ROMANO



SAUSAGE PIZZA

ITALIAN SAUSAGE, MOZZARELLA, DICED CHEDDAR



SUPREME PIZZA

SAUSAGE, PEPPERONI, MOZZARELLA, GREEN, RED AND YELLOW PEPPERS, ONIONS, BLACK OLIVES



VARIETY	UNIT UPC	NET WT.	NET CASE WT.	GROSS CASE WT.	CASE UPC
Cheese	0 75706 30375 5	21.40 oz	16.0500 lbs	21.2550 lbs	100 75706 30375 2
Pepperoni	0 75706 30376 2	23.15 oz	17.3625 lbs	22.2225 lbs	100 75706 30376 9
Sausage	0 75706 30377 9	24.65 oz	18.4875 lbs	23.7675 lbs	100 75706 30377 6
Supreme	0 75706 30378 6	25.25 oz	18.9375 lbs	24.3675 lbs	100 75706 30378 3

Case dimensions: 25.063" L x 12.750" W x 9.375" H Cube: 1.73'

Pallet data: 6 TI x 8 HI Quantity: 48 cases

Packaging Dimensions: 12"x 12" x 1.437" Case pack: 12 units



Villa Palermo
3301 West Canal Street
Milwaukee, WI 53208

PALERMOSPIZZA.COM/TRADE

PALERMO'S®

THIN CRUST



CHEESE
An Italian tomato sauce,
mozzarella and provolone cheeses.



SAUSAGE
An Italian tomato sauce,
mozzarella cheese and sausage.



PEPPERONI
An Italian tomato sauce,
mozzarella cheese and
sliced pepperoni made with
pork, chicken, and beef.



COMBINATION
An Italian tomato sauce,
mozzarella cheese, sausage
and sliced pepperoni.



SUPREME
An Italian tomato sauce, mozzarella
cheese, sausage, sliced pepperoni,
green pepper and onions.



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BEST CHOICE FOR FAMILIES!

- ✓ *Aggressive price promotions/great volume driver!*
- ✓ *Crispy crust and an enjoyable sauce*
- ✓ *Bright, clean, family-friendly packaging*
- ✓ *Made in Wisconsin*



Variety	Unit UPC	Net Wt.	Gross Wt.	Gross Case Wt.	Net Case Wt.	Case UPC	Pricing
Cheese	0 75706 12755 9	14.50 oz.	15.8 oz.	13.035 lbs.	10.875 lbs.	100 75706 12755 6	
Sausage	0 75706 12757 3	15.80 oz.	17.1 oz.	14.01 lbs.	11.85 lbs.	100 75706 12757 0	
Pepperoni	0 75706 12756 6	15.40 oz.	16.7 oz.	13.71 lbs.	11.55 lbs.	100 75706 12756 3	
Combination	0 75706 12758 0	16.10 oz.	17.4 oz.	14.235 lbs.	12.075 lbs.	100 75706 12758 7	
Supreme	0 75706 12759 7	16.90 oz.	18.2 oz.	14.835 lbs.	12.675 lbs.	100 75706 12759 4	

CASE DATA: 24.75" x 12.75" x 6.125" **CUBE:** 1.12 cu ft **PALLET DATA:** 6 ti x 12 hi
QUANTITY: 72 cases **PACKAGING DIMENSIONS:** 11.5" x 0.5" x 11.5" **QUANTITY PER CASE:** 12