

~ It takes generations of practice to make a great pizza. ~

Palermo's Ultra Thin is a pizza line with a crispy crust and a special selection of unique toppings. Papa Palermo takes care and pride when passing down his authentic recipes and showing the art of pizza making to the next generation. Palermo's Ultra Thin has achieved this honor.



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ULTRA THIN CRUST

PIZZA NAME	DESCRIPTION	PVI ITEM #	NET WT. UNIT	NET WT. CASE	GROSS WT. CASE
MARGHERITA	A Robust Tomato Sauce, Shredded Mozzarella, Diced Mozzarella, Diced Tomatoes, Basil, Romano & Parmesan Cheeses	23291	14.8 oz	11.1 lbs	15.97 lbs
SICILIAN	A Robust Tomato Sauce, Mozzarella, Parmesan & Romano Cheeses, Capicola Style Ham, Crumbled Italian Sausage, Genoa Salami and Basil	23281	15.30 oz	11.48 lbs	16.60 lbs
BBQ CHICKEN	A Barbeque Sauce, Mozzarella and Gouda Cheeses, Diced White Meat Chicken, Roasted Red Onion and Parsley	23288	14.10 oz	10.58 lbs	15.44 lbs
WHITE SPINACH	Topped with Alfredo Sauce, Mozzarella, Fontina, Parmesan & Romano Cheeses, Chopped Spinach and Garlic	22133	13.95 oz	10.46 lbs	15.06 lbs

Case Data: 24.736" L x 12.736" W x 8.346" H **Cube:** 1.52' **Pallet Data:** 6 Ti x 10 Hi
Quantity: 60 cases **Packaging Dimensions:** 12" x 12" x 1.1875" **Case Pack:** 12 units



Ultra Thin Crust Line

Why Ultra Thin Crust Product Line?

- Ultra Thin crust results in extremely rapid bake time to fit with busy, on-the-go lifestyle
- Palermo's uses unique sauces throughout the line resulting in custom flavor profiles
- High quality unique toppings:
 - Premium quality meats
 - No fillers
 - 100% real cheese
 - Cheese blends designed for specific pizza flavor profiles
 - Fire-roasted vegetables
 - Application of hard topping cheese promotes deep flavor layering

Target Consumers

- Pizza Lovers & Wholesome Nutrition Seekers
 - 35% of consumer population¹
 - Serves smaller families, older bustling families, young transitionals & empty nest couples
 - Primarily female buyer

Occasions

- Convenient/healthy week night dinner for one or two

Pizza Value Equation

- Benefits = Pizza needs to be near match Palermo Primo Thin or CPK quality
- Price = \$0.50 - \$1.00 below Primo Thin or CPK or line priced with Rising Crust product line

Sustainability

Palermo's is an environmentally responsible company that strives to operate in the most eco-friendly manner.

- Recycling
 - All discarded paper stock, cardboard and plastic is recycled
 - All rejected materials from our bakery are made into high-quality animal feeds
- Facility Design
 - Palermo's was built on a reclaimed brown-field area
 - Facility uses skylight and motion-activated lighting to reduce electrical us

Palermo's builds brands by ensuring high quality products, pricing & promotion that's aligned with the category and the best possible display/placement of the product.

¹ Frozen Pizza Category – A&U Segmentation Study

For more information on how to grow your category, call the Pizza Experts at Palermo's 888-571-7181 or email sales@palermospizza.com



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Villa Palermo
3301 West Canal Street
Milwaukee, WI 53208

PALERMOSPIZZA.COM/TRADE

~ It takes generations of practice to make a great pizza. ~

Palermo's Private Label Rising Crust Line: Developed using the same approach that DiGiorno uses to ensure the best match and consumer acceptance.



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RISING CRUST

Consumer Validated Equivalent:

Delivers excellent value at a reasonable price. Developed based on DiGiorno's product line and optimized to match using consumer validation. The CVE option matches the national brand's visual appearance, flavor, texture, ingredients and net declared weights.

PIZZA NAME	DESCRIPTION	PVI ITEM #	NET WT. UNIT	NET WT. CASE	GROSS WT. CASE
4 CHEESE	An Italian Tomato Sauce and Mozzarella, Parmesan, Romano & Asiago Cheeses	22763	28.20 oz.	21.15 lbs.	26.30 lbs.
PEPPERONI	An Italian Tomato Sauce, Mozzarella Cheese and Sliced Pepperoni	22764	28.30 oz.	21.23 lbs.	26.38 lbs.
3 MEAT	An Italian Tomato Sauce, Mozzarella Cheese, Sausage, Sliced Pepperoni and Beef	22765	30.50 oz.	22.88 lbs.	28.02 lbs.
SUPREME	An Italian Tomato Sauce, Mozzarella Cheese, Sausage, Sliced Pepperoni, Red & Green Peppers, Onions and Black Olives	22766	32.70 oz.	24.52 lbs.	29.68 lbs.

Case Data: 24.736" L x 12.736" W x 9.784" H **Cube:** 1.78' **Pallet Data:** 6 Ti x 8 Hi
Quantity: 48 cases **Packaging Dimensions:** 12" x 12" x 1.438" **Case Pack:** 12 units



Rising Crust Line (CVE)

Why Rising Crust Product Line (CVE)?

- Rising crust bakes fresh in the oven
- Hearty pizza feeds a crowd
- Zesty Italian tomato sauce
- Quality ingredients that have broad family appeal

Target Consumers

- Family Pizza Pleaser & Cooking Avoiders (All Family/Households with Children)
 - 35% of consumer population¹
 - Serves larger homes, bustling families
 - Balanced male/female focus

Occasions

- Convenient week or weekend family/gather dinners

Pizza Value Equation

- Benefits = Pizza must deliver quality that is a true match or better than DiGiorno
- Price = \$0.50 - \$1.00 below DiGiorno

Sustainability

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Palermo's Traditional Pizzas are a line of delicious tasting pizzeria-quality pizzas. The crust is crispy on the outside and chewy in the middle and is topped with our hand crafted sauces, premium cheeses, meats and vegetables for a family pizzeria taste.



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TRADITIONAL PIZZA

*Consumer and Market Tested
Winning Product!*

Now Your Consumers Can Have a True Pizzeria
Pizza From the Convenience of Their Own Freezer.

PIZZA NAME	DESCRIPTION	PVI ITEM #	NET WT. UNIT	NET WT. CASE	GROSS WT. CASE
CHEESE	Topped With a Savory Tomato Sauce and Mozzarella, Parmesan, Romano & Asiago Cheeses	22813	18.70 oz	14.03 lbs	18.69 lbs
PEPPERONI	Topped With a Savory Tomato Sauce, Mozzarella, Parmesan, Romano & Asiago Cheeses and Diced & Sliced Pepperoni	22814	19.10 oz	14.33 lbs	18.99 lbs
SUPREME	Topped With a Savory Tomato Sauce, Mozzarella, Parmesan, Romano & Asiago Cheeses, Italian Sausage, Pepperoni, Green & Red Peppers, Yellow Onions & Black Olives	22812	21.30 oz	15.98 lbs	20.64 lbs
CHICKEN BACON RANCH	Chicken Bacon Ranch Sauce, Mozzarella, Grilled White Meat Chicken and Bacon	22815	17.95 oz	13.46 lbs	18.13 lbs
BUFFALO CHICKEN	Topped with a Buffalo Sauce, Mozzarella, White Cheddar and Gorgonzola Cheese and Diced White Meat Chicken Coated in a Buffalo Seasoning	23146	19.35 oz	14.51 lbs	19.17 lbs
WHITE VEGETABLE	Topped with a Crème Fraiche Sauce, Mozzarella, White Cheddar, Parmesan and Romano Cheeses, Chopped Spinach, Roasted Red Pepper, Roasted Red Onion, Broccoli Florets & a Secret Spice Topping	23149	19.55 oz	14.66 lbs	19.32 lbs
SMOKEHOUSE	Topped with a Barbeque Sauce, Mozzarella and Yellow Cheddar Cheeses, Crumbled Italian Sausage, Large Slices of Canadian Bacon, Bacon Pieces, and Roasted Red Onions	23148	19.00 oz	14.25 lbs	18.91 lbs
FAJITA	Topped with a Taco Sauce, Mozzarella, and White Cheddar Cheeses, Diced White Meat Chicken coated in a Southwest Spice and Cilantro, Roasted Red & Green Peppers & Roasted Yellow Onion	23147	19.90 oz	14.93 lbs	19.59 lbs



Traditional Pizzeria Line

Why Traditional Pizzeria Product Line?

- Pizzeria style crust, tested with families and children to provide the taste and texture of the crust found at local pizzerias
- Custom Palermo's sauce
- 100% real cheese
- No fillers

Target Consumers

- Pizza Lover, Family Pizza Pleaser (Empty Nesters and Young Transitionals)
 - 33% of consumer population¹
 - Serves bustling family homes & "everyone's together" pizza occasions
 - Primarily female buyer

Occasions

- Convenient week or weekend family/gather dinners
- Convenient week night dinner for two (traditional pizzeria occasion replacement)

Pizza Value Equation

- Benefits = Pizza must deliver Papa John's or better pizza quality
- Price = \$5.00+ great value to pizzeria specials

Sustainability

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~ It takes generations of practice to make a great pizza. ~

Palermo's Stuffed Crust pizza line is a high-quality offering in a unique segment of the pizza category. Premium cheeses inside and outside make for a hearty pizza at a great value. Papa Palermo took pride in passing down his authentic recipes and showing the art of pizza making to the next generation.



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STUFFED CRUST

PIZZA NAME	DESCRIPTION	PVI ITEM #	NET WT. UNIT	NET WT. CASE	GROSS WT. CASE
3 MEAT	Zesty Tomato Sauce, Italian Sausage, Shredded Mozzarella, Sliced Pepperoni, and Beef	23687	33.35 oz	25.0125 lbs	30.1625 lbs
CHEESE	Zesty Tomato Sauce, Shredded Mozzarella, White Cheddar, Provolone, Parmesan and Romano Cheese	23688	32.05 oz	24.0375 lbs	29.1875 lbs
PEPPERONI	Zesty Tomato Sauce, Shredded Mozzarella, Sliced Pepperoni	23689	32.7 oz	24.525 lbs	29.6750 lbs.
SUPREME	Zesty Tomato Sauce, Italian Sausage, Shredded Mozzarella, Sliced Pepperoni, Red Peppers, Green Peppers, Onion, Black Olives	23690	35.6 oz	26.7000 lbs	31.8500 lbs

Case Data: 24.6875" L x 12.6875" W x 9.6880" H **Cube:** 1.756' **Pallet Data:** 6 Ti x 8 Hi
Quantity: 48 cases **Packaging Dimensions:** 12" x 12" x 1.4375" **Case Pack:** 12 units

Stuffed Crust Line



Why Stuffed Crust Product Line?

- Provide unique product offering for consumers looking for something different
- Add variety to customers' category to keep shoppers coming back

Target Consumers

- Cheese lovers and those seeking a hearty pizza option
- Gen X adults with children at home

Occasions

- Family dining occasions
- Entertaining with family, friends, kids

Pizza Value Equation

- \$1.00 + below national brands stuffed crust products

Sustainability

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~ It takes generations of practice to make a great pizza. ~

Palermo's Craft Pizzas start with an artisan crust that is topped with zesty tomato sauce, premium cheeses and ample toppings. Papa Palermo took pride in passing down his authentic recipes and showing the art of pizza making to the next generation.



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CRAFT PIZZA



PIZZA NAME	DESCRIPTION	PVI ITEM #	NET WT. UNIT	NET WT. CASE	GROSS WT. CASE
PEPPERONI & FRESH MOZZARELLA	Robust Tomato Sauce, Shredded Mozzarella, Sliced Pepperoni, and Mozzarella Pearlinis		21.95 oz	16.4625 lbs	22.0250 lbs
3 MEAT	Robust Tomato Sauce, Italian Sausage, Shredded Mozzarella and Provolone, Parmesan, Romano, Pepperoni, and Bacon		22.25 oz	16.6875 lbs	22.2500 lbs
MARGHERITA	Robust Tomato Sauce, Shredded Mozzarella, Fresh Mozzarella, Sliced Cherry Tomatoes, Basil, Parmesan, and Romano Cheeses		20.65 oz	15.4875 lbs	21.050 lbs.
CHEESE	Garlic Oil, Shredded Mozzarella and Provolone Cheese, Fresh Mozzarella, Basil and Asiago Cheese		15.05 oz	11.2875 lbs	16.8500 lbs
SUPREME	Robust Tomato Sauce, Italian Sausage, Shredded Mozzarella, Pepperoni, Red Peppers, Green Peppers, Onions, and Black Olives		26.7 oz	20.0250 lbs	25.5875 lbs.

Case Data: 24.6875" L x 12.6875" W x 9.6880 H **Cube:** 1.756' **Pallet Data:** 6 Ti x 8 Hi
Quantity: 48 cases **Packaging Dimensions:** 12" x 12" x 1.4375" **Case Pack:** 12 units

Craft Pizza Line



Why Craft Pizza Product Line?

- Capture the growth trend in premium pizza segment
- Address consumer desire for craft food products (e.g. craft beer, craft spirits)
- Feature high quality meat & cheese toppings:
 - Premium quality meats
 - 100% real cheese

Target Consumers

- Gen X Mom's 35-54 shopping for the family

Occasions

- Family dinner occasions, in place of take-out pizza
- Entertaining family & friends for special events, i.e. football season or similar

Pizza Value Equation

- \$1.00+ below branded craft pizza products such as Screamin' Sicilian, Wild Mike's etc.

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Palermo's Thin Crust is a pizza line with a crust developed to match a leading national brand, and has excellent consumer acceptance. This National Brand Equivalent (NBE) maximizes the value private label consumers receive and keeps them coming back for repeat purchases.



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THIN CRUST

National Brand Equivalent:

Our thin crust pizzas deliver excellent value at a good price. Developed based on Jack's product line and optimized to match using consumer validation. The NBE option matches the national brand's visual appearance, flavor, texture, net declared weights and ingredient build.

PIZZA NAME	DESCRIPTION	PVI ITEM #	NET WT. UNIT	NET WT. CASE	GROSS WT. CASE
CHEESE	Tomato Sauce, Shredded Mozzarella, and Provolone Cheese	12755	14.5 oz	10.875 lbs	13.0350 lbs
PEPPERONI	Tomato Sauce, Shredded Mozzarella Cheese, and Sliced Pepperoni	12756	15.4 oz	11.550 lbs	13.7100 lbs
SAUSAGE	Tomato Sauce, Italian Sausage, and Shredded Mozzarella	12757	15.8 oz	11.850 lbs	14.0100 lbs
COMBO	Tomato Sauce, Italian Sausage, Shredded Mozzarella and Sliced Pepperoni	12758	16.1 oz	12.075 lbs	14.2350 lbs
SUPREME	Tomato Sauce, Italian Sausage, Shredded Mozzarella, Sliced Pepperoni and Red Peppers, Green Peppers, Onion, and Black Olives	12759	16.9 oz	12.675 lbs	14.8350 lbs
HALF CHEESE/ HALF PEPPERONI	Garlic Oil, Shredded Mozzarella and Provolone Cheese, Fresh Mozzarella, Basil and Asiago Cheese, Constructed as a Half Cheese/Half Pepperoni Pizza	12760	14.6 oz	10.950 lbs	13.5625 lbs

Case Data: 24.750" L x 12.750" W x 6.125" H
Packaging: Overwrap **Top Label:** 11" Circle

Cube: 1.12' **Pallet Data:** 6 Ti x 12 Hi
Quantity: 72 cases **Case Pack:** 12 units

Thin Crust Line



Why Thin Crust Pizza Line?

- Delivers excellent value with product quality equal to or better than national brand
- Thin crust allows for rapid bake time, ease of preparation
- Ingredients and topping combinations with broad appeal

Target Consumers

- Price Seeker & Cooking Avoiders, 33% of consumer population¹
- Serves young transitionals and start-up families

Occasions

- Convenient week night dinner or weekend large family gathering/dinners
- Kid's night/Kid's pizza party

Pizza Value Equations

- Benefits = Pizza which delivers quality that is a true match or better than Jack's Pizza
- Price = \$0.50 or more below Jack's brand

Sustainability

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