

**FOR MORE INFORMATION**

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**FOR IMMEDIATE RELEASE**

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# Pizza and Brats Collide in the Ultimate Wisconsin Brand Partnership

*Screamin' Sicilian and Johnsonville combine to create all new pizza flavor: Screamin Sicilian Johnsonville Brat, Pepper & Onion*

**MILWAUKEE – July 16, 2020** – Fire up the grill – wait turn on the oven! Two Wisconsin based companies, Palermo Villa, Inc. and Johnsonville, have collaborated to create a pizza Wisconsinites have only dreamed of until now – the new Screamin' Sicilian Johnsonville Brat, Pepper & Onion Pizza.

“As a family-owned, Wisconsin based company, we’re always game for new opportunities that offer our customers new and exciting flavors and products,” said Craig Yoder, a Johnsonville Foodservice Senior Product Marketing Manager. “We’re delighted to partner with another family-owned, Wisconsin-based company in Palermo’s to provide a high-quality product that we think customers will truly enjoy.”

The new premium, craft Pizza is loaded with slices of Johnsonville brats, fire roasted onions, red and green peppers, whole milk mozzarella cheese, and secret recipe tomato sauce atop Screamin' Sicilian's medium thickness, buttery, stone fired crust.

“We are always looking for new ways to innovate and to push the boundaries of what Pizza looks like. Putting Johnsonville brats on our Pizza and creating the classic flavors of grilling out seemed like a perfectly Wisconsin thing to do,” said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa, Inc.

Screamin' Sicilian is also releasing another flavor to its multi-serve line up called Brazen Buffalo. Brazen Buffalo has buffalo style spiced chicken, strips of bacon, whole milk mozzarella cheese, white cheddar cheese, and spicy buffalo style sauce atop a medium thickness, buttery, stone fired crust.



Screamin' Sicilian Johnsonville Brat Pepper & Onion, Copyright Palermo Villa, Inc. 2020

Both new Pizzas have a suggested retail price of \$8.99 and can be found at the following retail locations: Berkot's, Festival Foods, Food City, Piggly Wiggly, Meijer, Sendik's, Sunset Foods, Woodman's, Wegmans and select Kroger banners.

#### **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).

#### **About Johnsonville**

##### [About Johnsonville, LLC](#)

Wisconsin-based Johnsonville is the No. 1 national sausage brand, featuring: brats, Italian sausage, smoke-cooked links, breakfast sausage, summer sausage, and meatballs. Johnsonville products are served in more than 45 countries and in more than 140 professional, college and semi-pro sports stadiums throughout the U.S.

Johnsonville employs approximately 3,000 members. Founded in 1945 by the late Ralph F. and Alice Stayer, the privately held company remains family owned today. For additional information, visit [www.johnsonville.com](http://www.johnsonville.com).

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