



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

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Palermo's Pizza Releases New Rising Crust Line

MILWAUKEE – September 17, 2020 – Palermo's Pizza, headquartered in Milwaukee, Wisconsin, is proud to introduce the latest pizza to the Palermo's branded lineup – Palermo's Rising Crust.

“With changing consumer habits due to the Covid-19 pandemic and more meals being eaten at home, we felt the timing was right to re-invent and improve upon a classic. As a third-generation family-owned company founded by Sicilian immigrants our family has been crafting authentic Italian pizzas since 1964. It's safe to say we know a thing or two about pizza.” said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa. “Palermo's Rising Crust Pizza is loaded with toppings and has a thicker pizzeria-style crust that rises as it bakes. Palermo's Rising Crust Pizza is guaranteed to satisfy even the hungriest of families.”

Palermo's Rising Crust is available in nine varieties with something for everyone to love. Palermo's Rising Crust is perfect for families that are budget conscious who are looking for a great tasting, fast, and convenient meal solution. The Cheese pizza has half-pound of real Mozzarella, Parmesan, Romano & Asiago with our signature red sauce, the Pepperoni pizza is overloaded with pepperoni and our 4-Meat has real bacon pieces which you typically don't find from other rising crust pizzas.



Palermo's Rising Crust – Supreme includes Pepperoni, Italian Sausage, Onion, green & red peppers, Black Olives, Mozzarella, Parmesan, Romano and Asiago.

Palermo's Rising Crust is available at Walmart stores nationally and will retail around \$5. The nine varieties include: Cheese, 4-Meat, Margherita, Pepperoni, Combination, Supreme, Hawaiian Style, Bacon Cheeseburger and Chicken Bacon Ranch.

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.