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**FOR IMMEDIATE RELEASE**

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## Three New Flavors Join Palermo's Pizza Line Up

**MILWAUKEE –October 28, 2020** – Three new flavors join the Palermo's Pizza lineup this month as the Milwaukee-based frozen pizza manufacturer continues to innovate across its portfolio. Palermo's Primo Thin is introducing a Combination, Pepperoni and Sausage, flavor and Palermo's Neighborhood Pizzeria is launching Chicken Alfredo and 4 Meat flavors.

“While these new flavors might not seem too out of the box for us when you look at some of our more recent innovations like our Leinenkugel's beer infused crusts on our Screamin' Sicilian Za Brewski line or hemp seed crusts from Urban Pie, we felt that our consumers wanted more choice and variety in classic pizza flavors, the ones that satisfy a hunger craving and that are family pleasing flavors.” said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa, Inc. “Our Primo Thin pizzas bake in as little as ten minutes and are lower in carbs and calories than the competition for those looking to indulge, but mindfully. Our Neighborhood Pizzeria line launched about a year ago and brings the authenticity of your favorite neighborhood pizzeria to your home oven. Classic flavors like 4 Meat and Chicken Alfredo are great atop Neighborhood Pizzeria's medium thickness, crispy, yet soft pizzeria style crust.”

The three new flavors, listed below, will be available locally at Woodman's, Festival, Piggly Wiggly and Sendik's with an average retail price of \$5.99.



Palermo's Neighborhood Pizzeria 4 Meat Pizza is topped with spicy Italian sausage, pepperoni, ham, bacon, and Mozzarella cheese on a crispy, yet soft, medium thickness pizzeria style crust.

- Primo Thin Combination – Italian sausage, pepperoni, Mozzarella, Parmesan and Romano cheeses on Primo Thin’s signature crispy, ultra-thin crust.
- Neighborhood Pizzeria 4 Meat – spicy Italian sausage, pepperoni, ham, bacon, and Mozzarella cheese atop a crispy, yet soft, medium thickness pizzeria style crust.
- Neighborhood Pizzeria Chicken Alfredo – all white meat chicken, creamy garlic Alfredo sauce, Mozzarella, Parmesan, Romano, and Asiago cheeses with a special blend of garlic, parsley, and seasonings atop a crispy, yet soft, medium thickness pizzeria style crust.

**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).

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