



**FOR MORE INFORMATION**

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**FOR IMMEDIATE RELEASE**

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## Connie's Frozen Pizza Releases Single Serve Pizzas & New Chicago Inspired Flavor

**MILWAUKEE – June 9, 2021** – Connie's Frozen Pizza, made by parent company, Palermo Villa, Inc., is releasing Connie's Single-Serve Pizzas and a new flavor, on their traditional size pizza, that celebrates a Chicago classic: the Italian Beef Sandwich.

The single-serve pizzas bring everything consumers love about Connie's - the cornmeal crust, the all-natural ingredients, and the pizzeria inspired flavors to name a few – but now in an even more convenient, microwavable, single-serve offering. They are available in four flavors:

- **Special:** Italian sausage, green peppers, onions, mushrooms, mozzarella, parmesan, Romano cheeses, marinara sauce, basil, and oregano
- **Sausage:** Sausage, mozzarella, parmesan, Romano cheeses, marinara sauce, and Italian seasoning
- **Pepperoni:** Uncured pepperoni, mozzarella, parmesan, Romano cheeses, marinara sauce, basil, and oregano
- **Cheese:** Mozzarella, parmesan, Romano cheeses, marinara sauce, basil, and oregano



“Consumer preferences are always changing, and we saw a lot of demand for convenience during the pandemic and the shift to working from home, but one thing has not changed and that is American’s love for pizza. We created Connie’s Single-Serve to meet consumers where they are and offer a convenient, microwavable, pizza option for one. It’s perfect for a quick work from home lunch, a single

serve option to make kids happy when their parents want something different or a dinner for person dining solo who wants a great pizza experience without the leftovers.” said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa, Inc.

The new multi-serve flavor, **Italian Style Beef & Uncured Pepperoni** contains Italian style beef, uncured pepperoni, mozzarella, provolone, giardiniera seasoning and marinara sauce.

Connie’s single-serve has a suggested retail price of \$3.99 and the multi-serve pizzas have a suggested retail price of \$6.99. Connie’s pizzas can be found at retailers throughout the Mid-West including Jewel, Woodman’s, Caputo’s, Butera, Valli, Berkot’s, Fairplay, Pete’s, Shop N Save, Sunset, Walt’s, Tony’s, Festival Foods, Piggly Wiggly, Trigs, EconoFoods, Lunds & Byerly’s, and Kroger stores.

“Connie’s started as a Chicago pizzeria in 1963 and the flavors and pizzeria-inspiration remain in every frozen pizza we make. It starts with Connie’s signature cornmeal dusted crusts that brings some extra crunch and harkens back to our pizzeria roots.” said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa, Inc. “Our new flavor celebrates another iconic Chicago classic – the Italian Beef Sandwich. It’s Chicago comfort food in the comfort of your own home, on a pizza. What’s not to love?”

#### **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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