



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

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Urban Pie Pizza Co. Enters Snack Category with New Mini Calzones

MILWAUKEE – July 27, 2023 – Urban Pie Pizza Co. is entering the snack and appetizer category with all new Urban Pie Mini Calzones. The Mini Calzones are an upscale, flavor forward, sophisticated entry into an otherwise outdated and predictable appetizer set. Staying true to Urban Pie’s brand promise, the Mini Calzones feature unique flavors and clean ingredients.

Urban Pie Mini Calzones are available at Sprouts and select Midwest retailers for a suggested retail price of \$7.99. They are available in four flavors:



- Chicken Pesto: seasoned diced chicken, diced tomatoes, creamy pesto sauce, mozzarella, provolone, parmesan, and Romano.
- Sausage Ricotta: Italian sausage, ricotta, marinara sauce, mozzarella, parmesan, Romano, and basil.
- Spinach Mushroom: mushrooms, spinach, ricotta, fontina, mozzarella, parmesan, Romano, and basil.
- Pepperoni Rosa: alfredo/marinara sauce blend, uncured pepperoni, mozzarella, provolone, parmesan, Romano, and basil.

“Years ago, we launched Urban Pie to bring flavor excitement to the traditional frozen pizza set. We launched Urban Pie Mini Calzones for that same reason – we felt that the appetizer and snack category lacked premium, upscale, culinary-forward options designed for discerning palates.” said Nick Fallucca, Chief Product & Innovation Officer for Palermo Villa. “After looking at multiple options, we felt that not only were the Mini Calzones the best tasting option we explored, but they also best fit Urban Pie’s ‘Unique Flavors, Natural Ingredients’ brand promise. These come in four delicious varieties including our

signature Pepperoni Rosa and Sausage Ricotta. Each Mini Calzone is stuffed with premium, natural ingredients that are just as great as a quick snack as they are served at a fancy dinner party.”

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.™](#), [Surfer Boy](#), 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.

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