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FOR IMMEDIATE RELEASE

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Screamin' Sicilian Launches Detroit Style Pizzas

Detroit Style Pizza – The Screamin' Sicilian Way

MILWAUKEE – August 14, 2024 – Milwaukee based Palermo Villa, Inc. recently launched a new Detroit Style Pizza under its Screamin' Sicilian Pizza brand.

The new pizzas come in a bakeable tray to achieve perfect caramelized cheesy edges and a light and airy crust that Detroit style pizzas are known for. They are made with Screamin' Sicilian's secret recipe tomato sauce and piled high with premium ingredients like traditional Screamin' Sicilian pies.

“We’re excited about our latest pizza creation – Screamin' Sicilian Detroit Style. We worked hard to perfect the light, airy crust that bakes in the included pan. We ensured that the edges would get that caramelized edge that Detroit style pizzas are known for and of course we overtopped it with premium craft ingredients like we do with all of our Screamin' Sicilian pizzas.” said Nick Fallucca Chief Product and Innovation Officer for Palermo Villa, Inc. “This is an



indulgent pizza that will satisfy your craving for a Detroit style deep dish pizza, but with the convenience of baking it at home.”

Screamin’ Sicilian Detroit Style Pizzas are available in four varieties: Cheese, Pepperoni, Supreme, and Multi-Meat. They can be found at select retailers including Ahold, Bashas, Food City, Harris Teeter, AWG, Jewel, Pick ‘n Save, Sendik’s, Woodman’s, Festival Foods and Piggly Wiggly for a suggested retail price of \$10.99.

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](#), [Connie’s® Pizza](#), and Funky Fresh Spring Rolls. 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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