



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE

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Funky Fresh Spring Rolls Returns to Frozen Aisles

Non-Traditional Spring Roll Brand Back in traditional retail for purchase

MILWAUKEE – August 22, 2024 – Funky Fresh Spring Rolls are returning to grocery store shelves, coming first Outpost Natural Foods starting August 21. Funky Fresh Spring rolls will be available in the frozen aisles in four flavors – Sweet Potato & Black Bean, Buffalo Chicken, Chicken Club, and Chicken + Broccoli Mushroom.

Funky Fresh Spring Rolls was founded in Milwaukee in 2013 by TrueMan McGee. The brand partnered with Palermo Villa, Inc in 2022 to expand the reach of the frozen business.

After taking a step back from an extensive 150-store test market in 2023, the Funky Fresh team has been diligently working to refine product lines and packaging based on valuable consumer feedback from the in-market testing.

The refreshed Funky Fresh Spring Rolls are designed to deliver an enhanced flavor profile with an updated, crisper wrapper, ensuring an even more delightful experience for loyal and new



customers alike. The brand's commitment to excellence and consumer satisfaction remains at the forefront of the re-launch.

"Our team has taken the time to carefully analyze feedback and make necessary adjustments to ensure our product meets the highest standards of taste and quality." said Funky Fresh Spring Roll founder, TrueMan McGee. "Now starting in August, customers can find Funky Fresh Spring Rolls on the shelves of Outpost Natural Foods. We invite everyone to enjoy our new and improved rolls, which continue to embody the vibrant, funky flavors that have made us a favorite among our 'Funky Fresh Nation.' Come 'Get Your Roll On'"

Funky Fresh will also be available at Sendik's and Woodman's starting on October 1.

About Funky Fresh Spring Rolls

Funky Fresh Spring Rolls was founded by TrueMan McGee in 2013. Born out of a need for healthy food options for his personal training clients, his handcrafted spring rolls quickly outgrew the workout clients in demand. After years of growing popularity at Milwaukee area farmers markets and festivals, Funky Fresh Spring Rolls opened its first storefront location in the former Grand Avenue Mall in 2018. Funky Fresh joined the Palermo's Family of Brands in 2022.

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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