


**A Family of Products...  
Your Customers  
Can Count On!**



*Papa Palermo & wife Zina Sicily, 1952*





Palermo's offers generations of pizza experience. Our sales staff knows and understands the pizza business inside and out. From raw ingredients to retail ready, we're prepared to give you only the best service. We can recommend a merchandising plan that is right for you. Call or write for pricing and fulfillment needs.

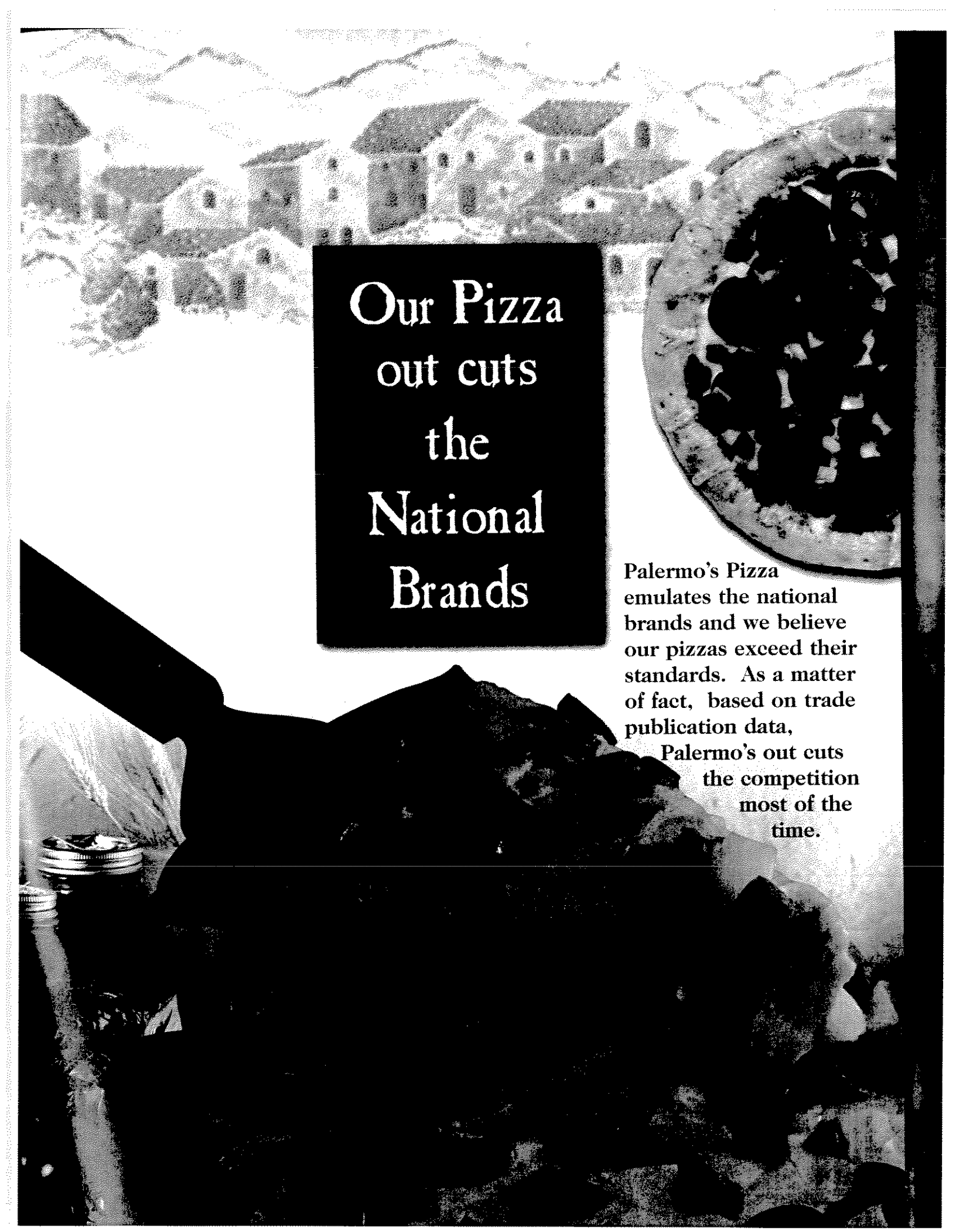
# Now More Than Ever,

The Quality of Your Brand  
Means So Much  
To Your Customers.

Palermo's can provide custom label, contract manufactured, deli pizza. Our background in Italian foods, along with frequent trips home keep us well informed of products, trends and processing techniques. Just taste our Italian



PALERMO'S™



Our Pizza  
out cuts  
the  
National  
Brands

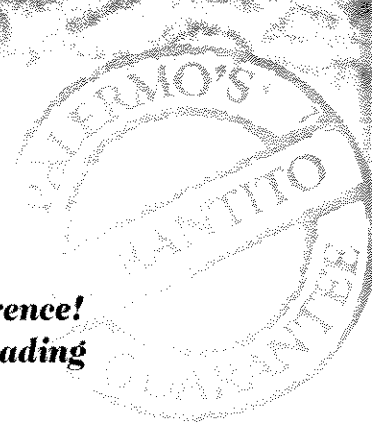
Palermo's Pizza  
emulates the national  
brands and we believe  
our pizzas exceed their  
standards. As a matter  
of fact, based on trade  
publication data,

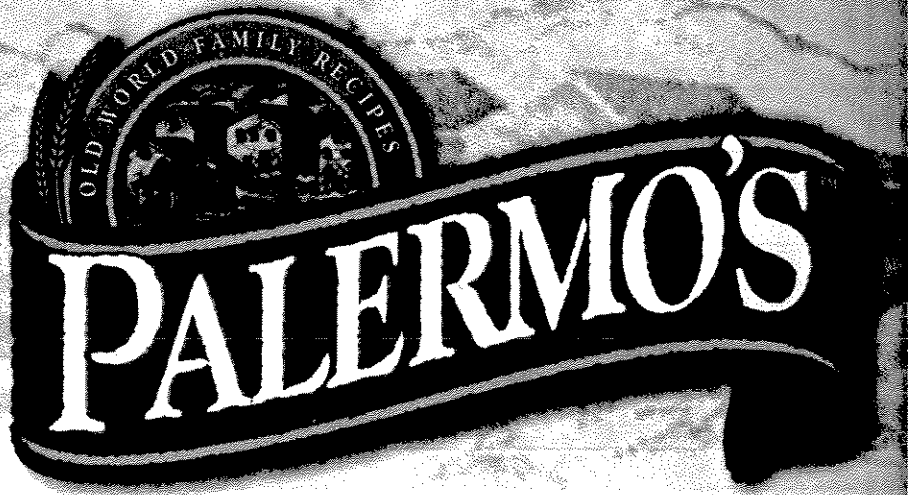
Palermo's out cuts  
the competition  
most of the  
time.

# PALERMO'S IS PIZZA!

*Quality products and tremendous service make the difference!  
We've built long-lasting relationships with the nation's leading  
retailers and wholesalers*

The Fallucca Family has been in the Italian food business for over 35 years. Our products are unique and innovative reflecting the pride and care going into all our recipes. Our passion is pizza, authentic Italian pizza made by real Italians. Palermo's sells only the best!





**Crust that Rises**

**Premium Pizza**

**Thin Crust Pizza**

**Gourmet Pizza**

**Deli Pizza**

**Club Packs**

Give us a call to see how Old World Family Recipes can make a difference for your business.

**Giacomo Fallucca**  
President

**Angelo Fallucca**  
Vice President

**Rob Simmons**  
National Sales Manager

**Joe Heaney**  
Regional Sales Manager

**Debbie Gottschalk**  
Customer Service

*Palermo's offers a variety of national brand pizzas. We offer both a traditional wrapped pizza and also MAP packaged pizzas in various sizes, crusts and weights .*

*Palermo's offers several types of branded pizza. Our family of products include everything from Traditional to Gourmet: Palermo Thins, Palermo Classics, Palermo Crust that Rises, and Club Packs. We have a price point for you.*

*Palermo's offers a wide selection of pizzas for your deli. We have several types and sizes of crusts, varying from 6" - 16". All are case ready and are made with 100% real cheese.*

**PALERMO'S™**  
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**Authentic Italian Food Products Since 1964**



PALERMO'S™

## Made with Care

Since 1964, Italian immigrant Papa Palermo and his family have prepared authentic Italian food for family, friends and fortunate guests. Today you get that same "Old World" flavor with Palermo's quality products. Only the freshest ingredients go into our most authentic pizzas.

The  
Old Family  
Way