



Primo Thin™

Ultra-Thin Crust Pizza

“It’s love at first bite.”

“I just wanted to let you know that I’m in ‘LOVE’
with your ultra-thin crust pizza.”

Brett P.

“I can’t go more than a few days without having one.”

Philip B.

“Please help me find the nearest retailer...
I’m going through withdrawal.”

Vickie S.

“Help... I’ve gotta have it.”

Ann B.

“I feel I’ve found a treasure.
I don’t have to go ‘out’ for pizza ever again.”

Pam E.

A Tradition of Perfection Passed from Generations.

It takes generations of practice to make a pizza that deserves the name Primo (Italian for first). Primo Thin™ is the first pizza with an ultra-thin, crispy crust and a special selection of unique toppings. Papa Palermo takes care and pride when passing down his authentic recipes and showing the art of pizza making to the next generation. Palermo's® Primo Thin™ has achieved his honor.





BBQ Recipe Chicken

Sweet barbeque sauce, white cheddar and whole milk mozzarella cheeses, grilled white meat chicken, roasted red onion and a sprinkling of parsley.



Ham & Fire-Roasted Pineapple

White cheddar and mozzarella cheeses, julienne strips of natural ham, fire-roasted pineapple and a sprinkling of grated Parmesan and Romano cheeses.



Grilled Chicken Caesar

Spicy Caesar sauce, Italian style cheeses, grilled white meat chicken, diced onion and a sprinkling of parsley, oregano and grated Parmesan and Romano cheeses.



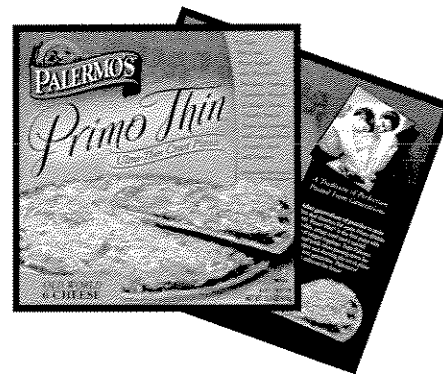
Margherita

Italian style cheeses and a garlicky mixture of tomatoes and basil.



Greek

Olive oil, a blend of mozzarella and feta cheeses, ripe tomatoes, green olives, Kalamata olives, diced artichokes and onions.



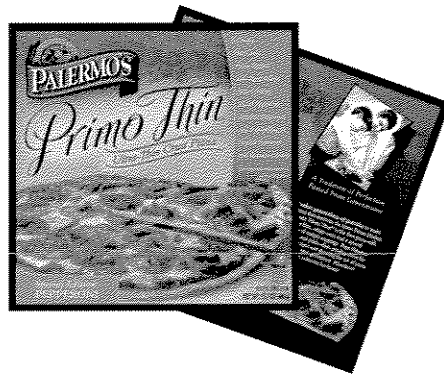
Old World 6 Cheese

Italian style cheeses, chunky tomato sauce and seasoned with a special blend of garlic, basil and oregano.



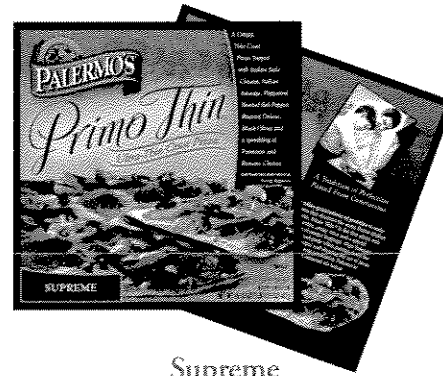
Italian Sausage

Italian style cheeses, Italian sausage, chunky tomato sauce and seasoned with a special blend of garlic, basil and oregano.



Special Edition Pepperoni

Aged Italian style cheeses, sliced and julienne pepperoni and a sprinkling of grated Parmesan and Romano cheeses.



Supreme

Italian style cheeses, Italian sausage, sliced pepperoni, roasted bell peppers, roasted onions, black olives and a sprinkling of grated Parmesan and Romano cheeses.

For more information contact Rob Simmons, National Sales Manager at 1-800-800-7912 or visit our website at www.palermospizza.com



Authentic Italian Food Products Since 1964



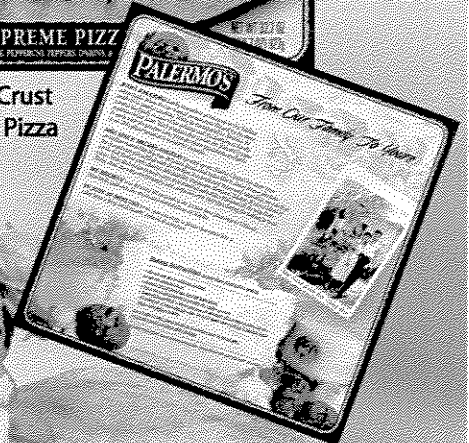
*A Slice of
Italian Heritage*

CRUST THAT RISES

- ◆ Crust Rises as it Bakes
Great Italian Bread Style Crust
- ◆ Made with Four Italian Style Cheeses
- ◆ 12" Cheese, Sausage, Pepperoni,
Three Meat & Supreme
(Net Wts. 28-32 OZ)
- ◆ MAP Packaged inside carton
Ensures Extended Shelf Life

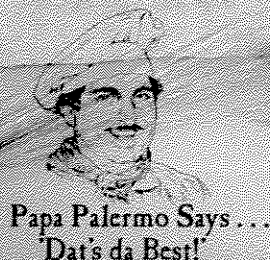


Palermo's Rising Crust
Supreme Pizza

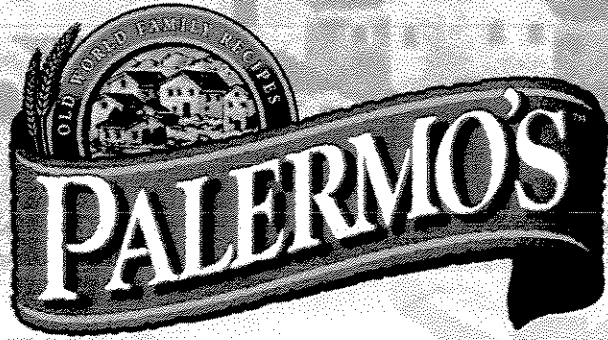


For more information, contact:
Rob Simmons, National Sales Manager
Joe Heaney, Regional Sales Manager
Palermo's

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www.palermospizza.com



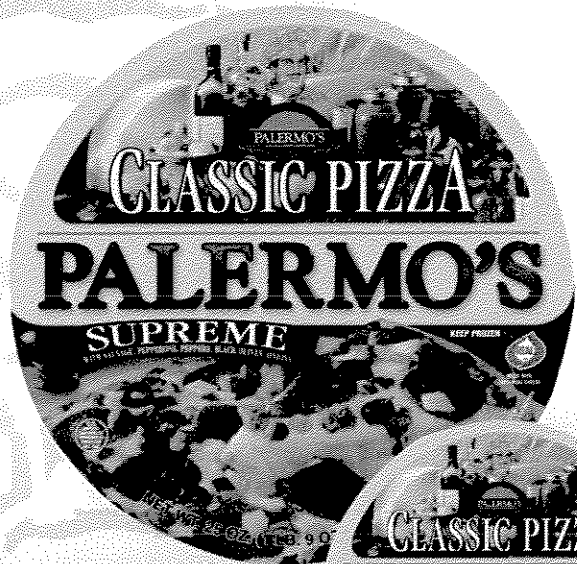
Papa Palermo Says...
Dat's da Best!



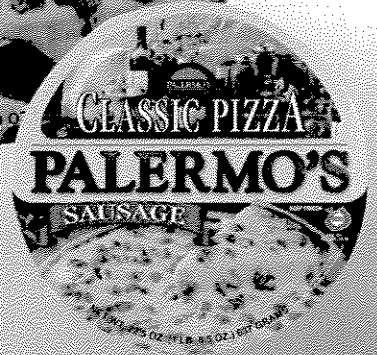
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Italian Heritage*

CLASSICS PIZZA

- ◆ 12" Cheese, Sausage, Pepperoni, Combination & Supreme (Net Wts. 20 - 25 OZ)
- ◆ 100% Real Wisconsin Cheese
- ◆ Raised Edge Crust Made In Our Milwaukee Bakery



Palermo's Classic
Supreme &
Sausage Pizzas



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"Dat's da Best!"

