

still recalls the meals his mother was
growing up in the Sicilian countryside. Meals
but for grandparents, aunts, cousins
his family and employees are still
people through all our division

BRANDED PRODUCT

Palermo's products d'
calzones and othe
generated food

PROD

tm



Once upon a time long ago,
in sunny Italy . . .

Jack Fallucca, founder of Palermo Villa Inc.™ was born in Palermo, Sicily in 1930. He remembers growing up where the air seemed permanently blessed by the sweet smell of his family's cooking. Jack's love of good food came from his family's Italian harvest traditions. They celebrated the abundance of fresh produce, peasant foods and Italian specialties handed down from generation to generation.

Zina Feliccia, Jack's wife-to-be, was born in nearby San Cipirello in 1938. The pair originally met in Palermo but migrated separately to the Americas. Both carried family recipes in their suitcase and a devotion to family tradition in their hearts. In 1954 they were married in Venezuela, South America.

Jack and Zina eventually followed family to Wisconsin. They settled in Milwaukee and had three sons: Peter, Giacomo and Angelo. The family business, Palermo Villa Inc.™, was started in 1964 on the city's east side in what was originally a bakery. Palermo's specialized in Italian bread, cookies, and cannolis for both retail and wholesale markets. In the '60s they also began making Italian soups and sandwiches, eventually expanding into the hardware store next door.

In 1969, Jack and Zina opened a restaurant featuring their homemade Italian foods. Recipes came from "Old Family" specialties and trial and error, as Jack and Zina were always trying to improve recipes and food service techniques. Featured were homemade pastas (made and dried weekly) spedini, bracioloni, cannoli and pasta with clam sauce, calamari sauce or white Alfredo sauce. But most in demand were the pizzas and pizza breads.

An article in the Milwaukee Journal picked Palermo's as the place to go for "Milwaukee's Best Pizza." During the restaurant's early years, many famous celebrities visited Palermo's Villa (Frankie Avalon and James Darren, to name just a few). House specialties were Sfinciuni, thick and thin crust varieties and their famous pizza bread and tomato bread. Jack's special calzone was also an instant success.

One day a good customer and owner of a local speciality grocery store came into the restaurant to order "Sfinciuni to go." Jack suggested the pizza bread as a better option, and history was made.

The customer was so impressed with the pizza bread that he urged Jack and Zina to go into the frozen food business.

In 1978 Palermo's frozen pizza business began. An old bakery located on the south side of Milwaukee was purchased and renovated into a manufacturing facility. Twelve-inch round pizzas and crusts, par-baked in the ovens on the premises, were introduced several years later. Both the pizzas and pizza breads were sold under the Palermo's™ tradename. Jack became known as "Papa Palermo" and his saying "Dat's da Best" soon became the company's slogan.

In 1983 a larger bakery was added as Palermo's introduced Zina's thin crust pizza. In 1985 Palermo's expanded again, this time into a new market – the in-store pizza deli. A revolutionary new product was developed in 1989, Palermo's "pizzeria-style" pizza. It was the first pizza to rise in your oven as it baked. This "special edition" pizza was an instant success and soon copied by the rest of the market. Then, in 1993, Palermo's entered the private label business, exhibiting for the first time at the National Private Label Show.

As consumers' taste for quality pizzeria style products increased, Palermo's rising crust pizza and its private label counterparts have risen to the occasion.

You can rest assured that Palermo's Pizza will continue to be an innovator in the pizza industry for many years to come.

Papa Palermo still recalls the meals his mother would prepare when he was growing up in the Sicilian countryside. Meals created not just for the immediate family, but for grandparents, aunts, cousins, neighbors and other fortunate guests. Today his family and employees are still in the business of serving people through all our divisions.

BRANDED PRODUCTS

Our Branded Division provides Palermo's products directly to retailers. Included are Palermo's authentic Italian pizza, calzones and other Italian specialties for the frozen and refrigerated food section.

DELI PRODUCTS

Our Deli Division provides the deli departments with fully prepared pizzas, calzones and other Italian food products.

PRIVATE LABEL / CONTRACT MANUFACTURING

Our Private Label & Contract Manufacturing Division creates pizza products unique for you, to your exact specifications. Palermo's matches and "out-cuts" the national brands. With over 35 years in the pizza business, we are experts in product development.

FUND-RAISING

All of Palermo's branded pizzas, calzones, garlic breads and spice toppers are available to non-profit organizations for fund-raising use. Our wide variety, along with the reputation of the Palermo's name, create a successful program every time

FOOD SERVICE

Palermo's Food Service Division creates custom made pizza - a ready-to-bake pizza product for schools, food courts, hotels, hospitals and other institutions.

Regardless of which division you may be interested in, you can rest assured that Palermo's uses only the finest ingredients to create the best Italian food products. When Papa Palermo brought his Italian recipes to America, he also brought a saying: "Come faccio per me, faccio per i miei clienti."
(As I do for myself, I do for my customers.)

With that in mind, we'd like to give you another quote. Please call or write for pricing and fulfillment needs.



PALERMO'S™
800 West Maple Street
Milwaukee, WI 53204

Phone: 414-643-0919
Fax: 414-643-1696
www.palermospizza.com

Papa Palermo still recalls the meals his mother would prepare when he was growing up in the Sicilian countryside. Meals created not just for the immediate family, but for grandparents, aunts, cousins, neighbors and other fortunate guests. Today his family and employees are still in the business of serving people through all our divisions.

BRANDED PRODUCTS

Our Branded Division provides Palermo's products directly to retailers. Included are Palermo's authentic Italian pizza, calzones and other Italian specialties for the frozen and refrigerated food section.

DELI PRODUCTS

Our Deli Division provides the deli departments with fully prepared pizzas, calzones and other Italian food products.

PRIVATE LABEL / CONTRACT MANUFACTURING

Our Private Label & Contract Manufacturing Division creates pizza products unique for you, to your exact specifications. Palermo's matches and "out-cuts" the national brands. With over 35 years in the pizza business, we are experts in product development.

FUND-RAISING

All of Palermo's branded pizzas, calzones, garlic breads and spice toppers are available to non-profit organisations for fund-raising use. Our wide variety, along with the reputation of the Palermo's name, create a successful program every time

FOOD SERVICE

Palermo's Food Service Division creates custom made pizza - a ready-to-bake pizza product for schools, food courts, hotels, hospitals and other institutions.

Regardless of which division you may be interested in, you can rest assured that Palermo's uses only the finest ingredients to create the best Italian food products. When Papa Palermo brought his Italian recipes to America, he also brought a saying: "Come faccio per me, faccio per i miei clienti."
(As I do for myself, I do for my customers.)

With that in mind, we'd like to give you another quote. Please call or write for pricing and fulfillment needs.



PALERMO'S™
800 West Maple Street
Milwaukee, WI 53204

Phone: 414-643-0919
Fax: 414-643-1696
www.palermospizza.com