

70TH

ROMA

ANNIVERSARY
1955 • 2025

THE LEGEND CONTINUES

Quality toppings, bold flavors, and expert craftsmanship —
everything you need for the perfect slice.



A CORNERSTONE OF ITALIAN TRADITION

With thousands of options to choose from and 70 years of experience perfecting the craft, Roma® sets the standard for Italian ingredients.

Performance Foodservice's Italian food experts source products for our Roma family of brands directly from Italy. We find the best aged balsamic vinegars, extra virgin olive oils, espresso, cheeses, prosciutto, and other authentic Italian staples and deliver them directly to your kitchen.

THE ROMA® STORY

The story of Roma starts with Louis G. Piancone, who left his home in Corato, Bari, Italy and headed for the United States at the age of 20. After several years working at a delicatessen in New Jersey and delivering cheese, Piancone decided to pursue his own American dream and opened a deli in Bradley Beach, in 1955.

After noticing a need for wholesale distribution of quality Italian products in the area, Piancone switched his focus. In 1964, he sold the retail side of his business and began importing the Italian products he knew and loved to sell to area restaurants. Roma Food was born.

Over the years, Roma became the number one supplier for pizza restaurants with its selection of imported and domestically-sourced products that were selected specifically to meet the Italian operators' needs. Customers and associates alike looked up to Mr. P for his strong principles, unmatched work ethic, and willingness to give Italian immigrants like himself a chance.

In 2008, Roma became part of Performance Food Group, making the heritage and quality Roma was known for available to a nationwide audience. Today Roma products are sold under both the Roma label and the Piancone® label through Performance Foodservice.

From imported pastas to authentic-style gelato, there's a full suite of products to choose from, and Performance Foodservice buyers still go to Italy every year to source the newest, best products. Meet our team of Italian food experts at the International Pizza Expo, taste our delicious pizzas, and learn about the Roma difference.





Louis G. Piancone, an Italian immigrant from Corato, Bari arrives in the U.S.

IN **1955** MR. P OPENS AN ITALIAN IMPORTED SPECIALTY SHOPPE IN BRADLEY BEACH, N.J. THAT WOULD CHANGE THE PIZZA & ITALIAN GAME.

Piancone identifies a need among the neighborhood restaurants, who often run short on supplies and are without weekend distributors.

OPENS FIRST ROMA® FOOD WAREHOUSE IN 1964.

IN 2005 ROMA MERGES WITH VISTAR, DOUBLING ITS DISTRIBUTION CAPABILITIES

Roma celebrates its 50th anniversary with a blowout event at the original Piscataway, N.J. headquarters.

FAST FORWARD TO TODAY WHERE ROMA HAS EVOLVED INTO THE PREMIER DISTRIBUTOR OF PIZZA & ITALIAN INGREDIENTS.

The Largest Selection of Authentic Products Sourced from Italy & Domestically.



1955-2025
BUILD YOUR LEGACY



ROMA[®] PRODUCT MIX



CHEESES

We offer all your favorites, from Parmesan to feta. Need mozzarella? Choose from shredded, diced, blocks, organic, fresh curd, specialty blends, and more.

TOMATOES

Picked at peak freshness and quickly processed to lock in flavor. Enjoy them whole, diced, crushed, puréed, or sun-dried, plus in ketchup, marinara, chili sauce, and pizza sauce for a flavorful boost to any dish.

IMPORTS & SPECIALTIES

Let us bring the flavors of the world to you. Pastas, olives, vinegars, peppers, artichokes, capers, mushrooms, even espresso – our buyers globally source all the highest quality products so you can please your guests with premium, authentic foods.



TOPPINGS

Perfect your pizza with Roma signature toppings! Char-resistant pepperoni stays flat in various styles and flavors. Our sausage, raw or fully cooked, delivers authentic taste, while our salami is expertly seasoned and aged to perfection.

FLOUR

Great pizza starts with the crust — and the perfect crust starts with quality wheat, yeast, and water. Roma flour offers various formulations, from patent to high gluten. Master flavor with the best basics.

DOUGH & BREADSTICKS

Save time with our ready-to-use dough balls and breadsticks! Our doughs deliver authentic pizza flavor, while our breadsticks just need thawing and baking for a fresh-from-the-oven taste.



PERFORMANCE LOCATIONS

ALABAMA
Alabama
(800) 844-0633

ARIZONA
Arizona
(480) 705-3000

ARKANSAS
Little Rock
(501) 568-3141

CALIFORNIA
Gilroy
(831) 462-4400

No. California
(800) 233-6211

So. California
(800) 967-7662

COLORADO
Denver
(303) 373-9123

FLORIDA
CBI, Riviera Beach
(800) 432-1341

CBI, Punta Gorda
(904) 366-1368

CBI, Ocala
(800) 939-4018

CBI, Port St. Lucie
(888) 432-1341

CBI, Riviera Beach
(877) 224-2433

Jacksonville
(904) 366-1368

Miami
(305) 953-4900

Orlando
(407) 857-2440

Tampa
(813) 659-0811

GEORGIA
Atlanta
(770) 532-7779

Powell
(229) 378-4444

Valdosta
(229) 242-0867

ILLINOIS
Chicago
(630) 896-1991

Thoms Proestler
(309) 787-1234

IOWA
Cedar Rapids
(319) 396-1300

KENTUCKY
Bowling Green
(270) 843-1121

Louisville
(502) 267-5464

Somerset
(606) 274-4858

LOUISIANA
Caro
(985) 872-1483

New Orleans
(504) 733-5200

Shreveport
(318) 869-3061

MAINE
NorthCenter
(877) 564-8081

MARYLAND
Maryland
(443) 487-5300

MASSACHUSETTS
Boston
(800) 669-6040

Springfield, MA
Chicago
(800) 388-0257

MICHIGAN
Detroit
(586) 757-9998

MINNESOTA
Marshall
(507) 537-1451

Minnesota
(800) 328-8514

Twin Cities
(763) 428-6500

MISSISSIPPI
Batesville
(662) 578-3141

Jackson
(800) 844-0061

Louisiana
(601) 213-4008

MISSOURI
Kansas City
(816) 246-0100

Middendorf
(314) 241-4800

Missouri
(800) 831-8787

Ozarks
(417) 862-6644

NEBRASKA
Omaha
(402) 457-3600

NEW JERSEY
New Jersey
(800) 332-6001

NEW YORK
Metro NY
(800) 275-9500

NORTH CAROLINA
CBI, Statesville
(866) 365-6626

Hickory
(800) 800-0434

OHIO
Cincinnati
(513) 421-9184

Ellenbee
(513) 874-3200

Ohio
(937) 294-6969

OREGON
Pacific NW
(800) 666-8998

PENNSYLVANIA
Eastern PA
(570) 644-1111

Pittsburgh
(724) 696-2200

PUERTO RICO
Bayamón
(787) 288-8835

SOUTH CAROLINA
Florence
(800) 800-6434

Midlands
(803) 276-0510

TENNESSEE
East Tennessee
(423) 318-8700

Johnson City
(423) 979-1052

Knoxville
(865) 970-7800

Nashville
(615) 444-2010

TEXAS
Dallas
(800) 433-8148

Houston
(800) 444-4017

Temple
(254) 778-4519

South Texas
(361) 582-7500

VERMONT
Black River Produce
(800) 228-5481

Burlington
(802) 288-5000

VIRGINIA
Manassas
(703) 368-8777

Tidewater
(757) 538-8000

Virginia
(804) 237-1001

WISCONSIN
La Crosse
(608) 782-2660

Milwaukee
(414) 761-5011

Shawano
(715) 280-7070

FEATURED PRODUCTS



PFG#	RFS #	Brand	Description
Cheeses			
232134	NH052	Assoluti®	Part Skim Mozzarella Block
79140	NH054	Assoluti	Whole Milk Shred
324363	FF370	Aurricio®	Provolone - Cubed
294204	NE860	Bacio®	Cheese Whole Milk Shredded
571063	NE872	Bacio	Sharp Provolone Blend
622414	NH068	Bacio	White Cheddar Blend
287632	NE856	Bacio	Whole Milk Block
337784	NE866	Bacio	Whole Milk Dice
294204	NE860	Bacio	Whole Milk Shred
337786	NE868	Bacio	Whole Milk/Part Skim Dice
249296	DP120	Crown Jewel®	Whole Milk Mozzarella Block
232989	NH056	Crown Jewel	Whole Milk Shred
248004	N/A	Emma®	Grana Padana 1/8th Cut
947411	N/A	Emma	Parm. Reggiano 1/8th Cut
177323	FC198	Favoloso®	Mozzarella WM/PS Shred
79055	CK240	Favoloso	Mozzarella/Provolone Shred
289609	NH016	Favoloso	Provolone Stick - Non Smoked
273992	HB920	Favoloso	Whole Milk Mozzarella Block
808597	EF236	Green Origin®	Vegan Style Mozzarella Shreds
276768	DA582	Roma®	Mozzarella Whole Milk/Part Skim Shred Blend
242266	CK232	Roma	Whole Milk Shred
641928	DW630	Luigi®	Mozzarella Whole Milk Whipped Ricotta
19485	-	Masdam®	Gouda Smoked Log 6#
466933	NT676	Nasonville Dairy®	Ghost Pepper Loaf
516407	DW192	Nature's Dairy®	Brie 2/2# (Domestic)
607249	CE302	Nature's Best Dairy	Goat Cheese Crumble Tray
607259	DV432	Nature's Best Dairy	Goat Cheese Log 2.2 lb.
379649	N/A	Northland®	Cheddar Fancy Shred
378730	VC246	Northland	Mozzarella, Cheddar, Spice, etc.
293321	DR366	Northland	Mozzarella, Provolone, Parmesan, Romano
245230	-	Northland	Whole Milk/Part Skim Shred Blend
259362	DG942	Piancone®	Cheese Pecorino Romano Grated
516539	DG248	Piancone	Grana Padano 1/8th
516538	DA886	Piancone	Grana Padano 1/8th
340021	NH034	Piancone	Grated Parmesan (Domestic)
340030	NH024	Piancone	Grated Romano (Domestic)
516536	FC390	Piancone	Parmesan Reggiano 1/8th
516518	FC386	Piancone	Pecorino Romano 1/4 Wheel
465328	NH004	Piancone	Ricotta - Whole Milk
267652	CF100	Piancone	Shaved Parmesan (Imported)
465328	NH004	Piancone	Ricotta - Sweet Cream
197498	FC216	Raffinato®	Mozzarella Part Skim Block
197501	HB944	Raffinato	Mozzarella Whole Milk Shred
263721	HB984	Roma	Blue Cheese Crumble
232144	HB978	Roma	Classico Whole Milk Mozzarella
628701	DP028	Roma	Detroit Style Cheese Blend (Mozz, Brick, White Cheddar)
361663	CK222	Roma	Feta Crumbles (Natural Cut)

PFG#	RFS #	Brand	Description
Cheeses			
361671	FC370	Roma	Feta Cryovac Loaf
397855	CF094	Roma	Fresh Mozzarella Ovolini
263722	JJ690	Roma	Gorgonzola Crumbles
232190	HB924	Roma	Grated Parmesan
486516	DA710	Roma	Grated Romano
232124	CN772	Roma	Mascarpone
232122	DE384	Roma	Mozzarella, Cheddar, Provolone Dice
573692	DP004	Roma	Mozzarella/White Cheddar Shred
551449	FC582	Roma	Original Whole Milk Mozz/Provolone Shred
299232	NH048	Roma	Original Whole Milk Mozzarella Block
551445	CK246	Roma	Original Whole Milk Mozzarella Dice
551440	FC584	Roma	Original Whole Milk Shred
620218	NH040	Roma	Original WM Mozz, Provolone, White Cheddar Shred
232215	HB934	Roma	Provolone Stick - Super Deluxe Non Smoked
249305	DP086	Roma	Super Deluxe Mozzarella PS Block
397845	CF096	Roma	Thin Sliced Mozzarella
249245	HD268	Roma	Vegan Mozzarella
232142	NH056	Roma	Whole Milk Shred
433881	PB924	Roma	Whole Milk Whipped Ricotta
564844	DP030	Roma	WM Mozzarella/Muenster Shred
623451	DB372	Roma	Blue Cheese Wheel
272856	DA880	Salute®	Whole Milk Block
110989	NH036	Ultimo®	Fine Shred Asiago
232199	NH032	Ultimo	Fine Shred Parmesan
243113	CK244	Ultimo	Five Cheese Shred Blend
262457	DA448	Ultimo	Fontina Shred
272019	DA578	Ultimo	Mini Parmesan Wheel
92258	DA778	Ultimo	Mozzarella Shred Artisan Cut
378786	DA432	Ultimo	Mozzarella, Provolone, Cheddar Shred
379128	DA434	Ultimo	Part Skim Mozzarella - Diced
240534	NH072	Ultimo	PS Mozz, Prov, Colored Cheddar Dice
608276	DC974	Ultimo	Shaved Caesar Blend (Parm, Romano, Asiago)
608277	NH038	Ultimo	Shaved Parmesan
340612	DA874	Ultimo	Smoked Cheddar



FEATURED PRODUCTS

PF#	RFS#	Brand	Description
Toppings			
149419	EV440	Contigo	Vegetable Blend Fire Roasted
802697	90754	Digiovanni	Giardiniera Mild
641835	FM286	Luigi	Chopped Garlic In Water
800911	VE384	Luigi	Pepper Red Roasted Strips
800911	-	Luigi	Peppers Red Fire Roasted
656756	EA952	Magellan	Cashew Pcs Large Roasted Salted
656788	EA990	Magellan	Glazed Pecan Pieces
357157	DW134	Magellan	Large Fancy Pecan Halves
656770	EA954	Magellan	Roasted Salted Mixed Nuts (No Peanuts)
577600	-	Magellan	Dried Dates
577606	-	Magellan	Dried Figs
855554	CK128	Peak	Chives Frsh
310169	NH686	Peak	Parsley Frsh Flat Ital
855571	CK134	Peak	Basil Frsh
233570	CV214	Piancone	Roman Style Artichoke W/Stem
149437	EV442	Ridgecrest	Onion Carmelized lqf
149448	EV450	Roma	Artichoke Heart Fire Grldd Qtr
231702	CK264	Roma	Artichokes Quarters
231802	CK270	Roma	Mushroom Sliced 68 Oz
686856	FP238	Roma	Olive Kalamata Wedge
231872	CK274	Roma	Olive Sliced Black
231824	FC272	Roma	Olive Sliced Green
528702	HB946	Roma	Peppers Banana Rings Mild
174828	GP350	Roma	Peppers Chry Hot Slcd
231623	CV192	Roma	Peppers Red Fire Roasted
231880	FA300	Roma	Tomato Sundried Julienne Cut
Meats			
957888	PL744	Braveheart	Meatball Beef Italian 8 Oz
400371	TH656	Levoni	Antipasto All'italiano
400385	TH660	Levoni	Antipasto Di Salami (3 Var. Salami)
400376	TH658	Levoni	Antipasto Di Saporì
578790	-	Levoni	Capicola Hot
797173	-	Levoni	Guanciale Con Pepe Nero
476547	EA344	Levoni	Mortadella W/Pistachio
563458	TJ960	Levoni	Prosciutto Cotto
538546	-	Levoni	Salami Finocchiona
538544	FH330	Levoni	Salami Milano
589131	-	Levoni	Salami Napoli
205595	TE994	Levoni	Salami Nduja Spicy Dry
538539	FH338	Levoni	Salami Schiacciata Piccante
857869	LG870	Levoni	Salami Tartufo
78575	HB902	Luigi	Beef Topping
232994	FA148	Piancone	Ham Prosciutto Diparma
591481	PB966	Piancone	Meatball Baked 1 oz Beef, Veal, Pork All Natural
232994	FA148	Piancone	Prosciutto Di Parma Dop

PF#	RFS#	Brand	Description
625109	DJ014	Piancone	Prosciutto Italiano Slcd
625109	DJ014	Piancone	Prosciutto Sliced
230136	LD816	Roma	Beef Ital Slcd W/ Gravy Fz
603111	CV026	Roma	Beef Philly Stk Loin 10% Mar Fz
611297	CV060	Roma	Chicken Philly Stk Light Mar Fz
587940	DC890	Roma	Cooked Sweet Italian Sausage Link 4 Oz.
268857	NJ032	Roma	Pepperoni Sliced 16 Ct Cup N Char
268855	HC832	Roma	Pepperoni Sliced Bold 14 Ct Fz
1009614	RH922	Roma	Pepperoni Sliced All Beef
645175	DR832	Roma	Pepperoni Sliced Cup And Char
600792	EA374	Roma	Pepperoni Sliced 14/16 Ct. Bold
290047	NJ244	Roma	Salami Dry Sliced 7 Ct.
513365	HC354	Roma	Sausage Ital Link Mild All Nat
455781	DC550	Roma	Sausage Italian Cooked Hand-Pinched
455773	HD560	Roma	Sausage Italian Hand-Pinched Spicy W/Garlic
611297	CV060	Roma	Steak Philly Chicken 5 Oz
637942	VP896	Roma	Steak Philly Rib-Eye 5 Oz
78591	NJ010	Roma	Topping Pork - Italian Flavor
261305	FC318	Ultimo	Beef Topping
78620	FC308	Ultimo	Sausage Italian Cooked Spicy
231792	CN716	Ultimo	Sausage Topping Ital Hand Pinch
379358	FA310	Roma	Bacon Topping Fc 3/8" Tff Fz
268857	NJ032	Roma	Pepperoni Sliced 16 Ct Cup N Char
231719	FC342	Roma	Salami Genoa Ac Roma
175018	GP422	Roma	Bacon Topping 3/4" Fc
541928	FA586	Roma	Chicken Wing Bnls Brd Mild Fc
Olive Oil			
247551	CK272	Assoluti	Oil Extra Virgin
648216	FK056	Assoluti	Oil Pomace
648213	VW222	Assoluti	Oil Pure
566463	FK606	Brilliance	Oil Butter Flvr Tff
233303	FC262	Piancone	Oil Un-Filtered Extra Virgin
233299	FC260	Piancone	Oil Extra Virgin
587291	PB962	Piancone	Oil Extra Virgin
273151	CK336	Roma	Pan Coating Spray Butter Flavor
288560	CN134	Roma	Oil Extra Virgin
233302	FC280	Piancone	Oil Extra Virgin
Dressings & Sauces			
595070	CP750	Piancone Epicureo	Vinegar Condiment
158666	CV176	Piancone	Vinegar Balsamic
434904	PB780	Piancone	Vinegar Balsamic Blaze
434904	PB780	Piancone	Glaze Balsamic



Ultimo!



PF#	RFS #	Brand	Description
Flours & Breads			
581859	-	Boulart	Dinner Roll-Olive #13706
804388	VK322	Boulart	Focaccia Loaf Olive Oil And Fine Herbs
799730	PR250	Boulart	French Baguette #12102
799728	RK946	Boulart	Original Belgian Loaf
800785	PL736	Boulart	Tradition Baguette #12100
653039	FN384	Delancey Street	Bun Ciabatta
653046	FN392	Delancey Street	Bun Sandwich Ciabatta Sliced
653045	FN390	Delancey Street	Bun Sub Ciabatta 8"
653044	FN388	Delancey Street	Focaccia Sandwich Bun Sliced
653039	FN384	Delancey Street	Bun Ciabatta Thin Slcd
653045	FN390	Delancey Street	Bun Sub Ciabatta 8" Slcd
457102	EB708	Heritage Ovens	Bun Hot Dog New England
1010618	RJ748	Piancone	Pizza Crust Pinsa 11x7 Oval Fz
81991	NH766	Roma	Flour Ap Blchd H&R
359207	PB888	Roma	Roll Hoagie Slcd Approx 8" Whi
685387	VT018	Teti	Crust Roman Style Half Sheet
610373	-	Teti	Crust Sicilian Full Sheet
102719	EK592	Ultimo	Crust 12" New York Style Par-Baked
102709	EK624	Ultimo	Crust 12" Self Rising
102728	EK606	Ultimo	Crust 12" Thin Square Par-Baked
545179	FC678	Ultimo	Crust 12" Woodfire Par-Baked
102731	EK610	Ultimo	Crust 14" Hand Tossed Par-Baked
545147	HC148	Ultimo	Crust 14" Raised Edge Par-Baked
545144	HC154	Ultimo	Crust 14" Thin Par-Baked
102721	EK596	Ultimo	Crust 16" New York Style Par-Baked
81319	NH904	Ultimo	Dough Ball Frozen
276491	NH910	Ultimo	Dough Ball Frozen
Tomatoes & Sauces			
234437	HB958	Luigi	Tomato Ground Un-Peeled In Puree
154642	EW444	Piancone	Pesto Basil W/O Pine Nuts
154626	EW446	Piancone	Pesto Sundried Tomato
154905	EW464	Piancone	Sauce Alfredo W/ Pecorino
261212	FB062	Piancone	Sauce Marinara
154519	EW452	Piancone	Sauce Pesto Basil W/Pine Nut
154636	EW449	Piancone	Sauce Pesto Roasted Garlic
154636	EW448	Piancone	Sauce Pesto Rstd Garlic Frozen
651947	FJ200	Piancone	Sauce Pizza Fully Prepared RTU
362259	HB960	Piancone	Tomato Ground Peeled In Puree
261212	FB062	Piancone	Tomato Marinara
233022	NH778	Piancone	Tomato Whole Peeled Imported
105582	DE440	Piancone	Tomato Whole Peeled Imported
233022	NH778	Piancone	Tomato Whole Peeled Imported
651936	FJ012	Piancone	Tomato Whole Peeled In Puree W/Basil
584366	DA794	Piancone Epicureo	Pizza Sauce Imported Rtu
584365	DA792	Piancone Epicureo	Sauce Marinara Imported

PF#	RFS #	Brand	Description
584365	DA752	Piancone Epicureo	Tomato Mariana Imported Rtu
78673	CV734	Roma	Sauce Pesto Sun Dried Tomato Gf
233006	HB956	Roma	Sauce Pizza X Hvy W/Basil Gf
149439	EV446	Roma	Tomato Cherry Roasted Halves
78786	FC296	Roma	Tomato Ground Un-Peeled In Puree
149446	EV448	Roma	Tomato Red Roasted Wedge
231880	FA300	Roma	Tomato Sundried Julienne Cut
493484	PB944	Roma	Sauce Pizza Extra Super Heavy
237657	FC100	Ultimo	Sauce Pizza Fully Prepared High Spice
Dry Goods & Misc.			
465528	DW542	Ascend	Water Spring Flat Cap
728148	FM228	Contigo	Chip Tort. Corn White Triangle Rest
535771	T8912	Deb El Foods	Egg Yolk Lqd Cage Free
656788	EA990	Magellan	Glazed Pecan Pieces
656770	EA954	Magellan	Roasted Salted Mixed Nuts
357157	DW134	Magellan	Large Fancy Pecan Halves
656756	EA952	Magellan	Cashew Pcs Large Roasted Salted
615818	DW160	Magellan	Pepper BIK Grnd Table Grind
246657	LE998	Ridgecrest	Beef Base
615894	DL760	Roma	Oregano Leaves
615900	DL992	Roma	Pepper Red Crushed
615874	DL896	Roma	Pepper Black Ground
231628	FA302	Roma	Pepper Red Crushed Packet
232186	HB970	Roma	Cheese Parmesan Grated Packet
1007539	RH300	Roma	Eggplant Rollatini Frozen
104752	EL680	West Creek	Sea Salt Kosher
Coffee & Desserts			
344971	LG238	Piancone	Cannoli Cream W/Sheep Milk
345035	LG248	Piancone	Shell Cannoli Small W/Chocolate Imported
345045	LG252	Piancone	Shell Cannoli Small Imported
216999	LD300	Piancone	Cookie Tray Assorted Tray
233286	CV042	Piancone	Coffee Pods
107015	FC150	Piancone	Coffee Espresso Whole Beans
233290	-	Piancone	Coffee Fine Grind
87605	FC930	Roma	Shell Cannoli Chocolate Small
232056	FC932	Roma	Shell Cannoli Small
232044	HB910	Roma	Cannoli Cream W/Chocolate Chip
323087	CP884	Roma	Shell Cannoli Sm





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WWW.PERFORMANCEFOODSERVICE.COM/ITALIANEXPERTS



THANK YOU VIVA
ITALIA SUPPLIERS

