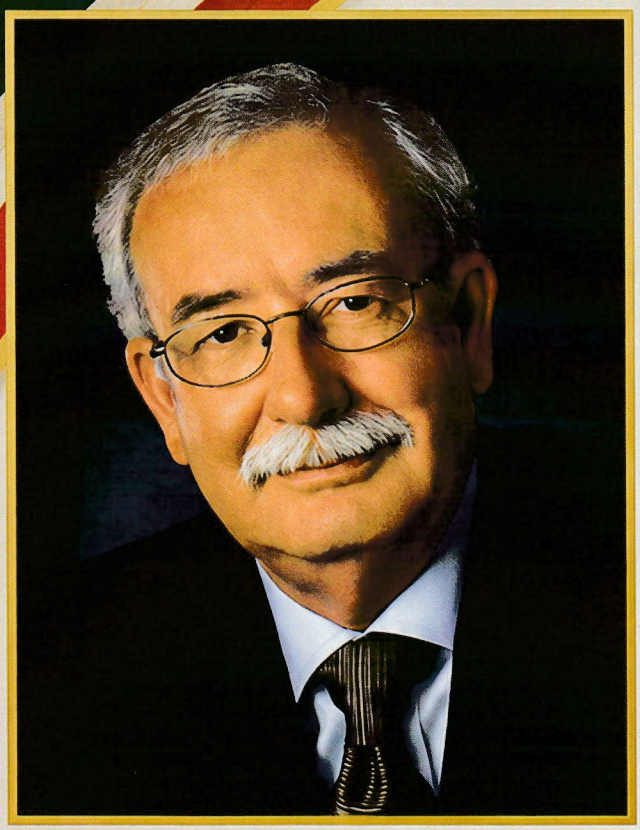

Congratulations!

2026

NATIONAL CONGRESS OF ITALIAN CANADIANS

DISTINGUISHED AWARD RECIPIENT

SAM PRIMUCCI

This year the NCIC is honoured to present the 2026 DISTINGUISHED SERVICE AWARD to Mr. Sam Primucci.

Sam is the founder of the first Pizza Nova location opened on May 12, 1963 – 11 years to the day after Sam and his family immigrated to Canada. Just one year later, Sam married his dream life partner, Gemma. The young family worked to expand the business and, as a result, has created thousands of jobs and numerous franchise business opportunities along the way. During this same period, Sam and his team have fostered relationships with longstanding charitable partners such as Variety Ontario, Villa Charities and Student Nutrition of Ontario – raising millions for important causes in his adopted homeland.

After 75 years of being in Canada, Sam is grateful for the opportunities this country has afforded him and people like him from all walks of life. Though far from his native land, his Italian heritage continues to be present in everything he does. Today, Sam continues the brand's promise of true Italian quality and freshness, ensuring each customer can Taste the Pizza Nova Difference.

That's Amore!