

Holiday Trends

How To Get A Slice Above The Rest

(NAPSA)—Buttering things up can often make them better—whether you're talking people or pies.

Butter Up Survey

At least that's what respondents to a recent survey said. The Butter Up Report by the makers of Mrs. Smith's® and Wakefield Research found that nearly six in 10 Americans admit they would do something to butter someone up for the holiday season, primarily to spread holiday cheer or set a good example for others. More than three in four people (77 percent) say they have buttered someone up by being extra nice before asking for something.

The survey of how and why people "butter each other up" also revealed that 32 percent of respondents think their significant other needs the most buttering up, followed by another family member (16 percent) and the boss (10 percent).

Pie Crust Wisdom

Following the buttering-up-is-better philosophy, for the holidays, the makers of Mrs. Smith's® fruit pies are introducing a frozen pie made with real butter for a delightfully flaky crust that your family and friends will find hard to resist.

As a result, Mrs. Smith's® Original Flaky Crust offers a warm welcome with delicious aromas, has 0 grams of trans fat per serving and comes in six flavors: Apple, Dutch



It can be easy as pie to butter up people you want to impress: Bake them a pie with a great buttery crust.

Apple, Cherry, Peach, Pumpkin and Sweet Potato.

After all, 57 percent of survey respondents also said it's important that there's butter in their store-bought pie crusts.

Winning Ways

This holiday season, you can have an additional opportunity to butter someone up. When you visit the Mrs. Smith's® page on Facebook, you have a chance to win a prize for yourself and another for a friend. Digital coupons for Mrs. Smith's® Original Flaky Crust will also be available through December 10th.

Learn More

You can find further facts online at www.mrssmiths.com or by calling (877) 756-4746.