

## newsworthy trends

### Pie Judges Award Decadence

(NAPSA)—National culinary experts recently judged the top commercial pie makers and gave first-place blue ribbons to silky-rich concoctions and lush fruit masterpieces during the annual National Pie Championships in Celebration, Fla.



The country's leading maker of frozen pies, Mrs. Smith's Bakeries, received 12 first-place awards—more than any other company participating in the competition. Blue ribbons went to its Authentic Key Lime, Coconut Custard, Southern Pecan, Southern Recipe Homemade Pumpkin and No Sugar Added Apple pies.

“The trend in retail pies is toward new flavors and high-quality fillings rich with creams and very large pieces of fresh, juicy fruits,” said Gene Lewis, director of retail marketing for Mrs. Smith's Bakeries. “Today's sophisticated consumer wants gourmet quality, and Mrs. Smith's delivers exactly that.”

More than 200 pies from top pie makers across the country were entered in the annual competition, sponsored by the American Pie Council. Sales of frozen pies rose nearly eight percent last year, driven primarily by the kind of top-of-the-line ingredients and restaurant-quality lushness on display at the National Pie Championships.

Mrs. Smith's Bakeries, LLC, headquartered in Suwanee, Ga., markets an extensive line of bakery desserts, cakes, specialty breads, and pastries. The company is a business unit of Flowers Foods (NYSE: FLO).