

DECEMBER 12, 2018

# BOOST YOUR PIE-Q

With National Pie Day right around the corner on January 23, we thought we'd share a few slices of knowledge to boost your Pie-Q!

- **Nielsen** 52 week data ending 7/21/18 indicates that pie unit volume was up 18.1% over prior year, driven by mini pies, ½ pies and meringue pies. Mini pies are experiencing rapid growth with an increase of 11% over the last year. In months without a major holiday, that format has been the clear leader in the segment.
- According to the **American Pie Council**, 7% of Americans try to pass off store bought pie as homemade! So the experts at **Food Network** suggest making it look Instagram-able to boost impulse purchase.
- **Flavor & The Menu** reports that when diners get to the end of a meal, they generally seek nostalgia, or a known entity for that sweet ending. But we know they also want to be delighted. Pie is the perfect creative answer: Easy to combine flavors and texture spark interest and sales. We cannot tell a lie at **Lawrence Foods**... we love pie! And we have lots of flavors and ideas to help enhance your pie power!



## WHOLE FRUIT FILLINGS

While there are the familiar flavors in the fruit pie line-up, think beyond apple: Cherry is bright and bursting with flavor. Peach and Blueberry provide a sunny outlook and summertime aura. Lawrence Foods Orchard Fresh® Whole Fruit Fillings are retort processed for true-to-fruit flavor and texture... unrivaled in the marketplace!



## CRÈME FILLINGS

Our crème fillings are star performers: Taste that can't be beat is served with a firm, creamy consistency that holds up in so many applications. They hold a cut beautifully, and are shelf stable to boot. We offer a variety of delicious flavors that are RTU and deliver on taste, utility and performance every time.

## ORDERING INFORMATION

### Whole Fruit Orchard Fresh Fillings®

*Packed 4 / .75 gal pails*

126287	Apple Filling
121332	Blueberry Filling
121437	Cherry Filling
121422	Peach Filling

### Crème Fillings

*Packed 2 gal pails*

122023	Banana Crème Filling
120304	Chocolate Crème Filling
121540	Coconut Crème Filling
120311	French Bavarian Crème Filling
121512	Key Lime Filling
121176	Lemon Zest Filling

## PRODUCT INFORMATION

**Origin:** United States

**Kosher:** OU Pareve

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**FEBRUARY:**  
Sweet Spring

**MARCH:**  
Roll Out the Berries

**APRIL:**  
Spring Showers