



APC Announces the 2010 APC Crisco® National Pie Championships April 23-25, 2010

The American Pie Council is proud to announce that the 2010 APC Crisco National Pie Championships will be held on April 23-25 at the Omni Orlando Resort at ChampionsGate in ChampionsGate, Kissimmee, FL. The Omni Orlando Resort offers 36 holes of golf, a European-style spa, a fully equipped health club, 15 acres of recreation and a variety of enticing restaurants. The Omni is located just minutes from Celebration, the site of the 2010 Great American Pie Festival sponsored by Crisco.



Omni Championsgate, Championsgate, FL



See you at the 2010 APC Crisco National Pie Championships and Great American Pie Festival April 23-25!!

To visit their website click here: <http://www.omnihotels.com/FindAHotel/OrlandoChampionsGate.aspx>

We are thrilled to be at the Omni Championsgate and look forward to seeing you there! For reservations, please call 1-800-843-6664 by April 1, 2010 and be sure to mention you are with the American Pie Council for the special \$129 rate.

APC Crisco National Pie Championships on the Food Network

Mid-September the Food Network aired the latest APC Crisco National Pie Championships. The show featured five of our Professional entrants preparing and entering their pies. Featured were Valarie Enters (2006 Amateur Best of Show Winner), Dionna Hurt (2008 Professional Best of Show Winner), John Michael Lerma (2008 Honorable Mention), Linda Hundt (2009 Professional Best of Show Winner) and Joe Granato (new entrant).

If you missed it, be sure and check your local television listings in November. Other members of the APC could be featured soon in Food Network specials. Right now, it's top secret, but we'll let you know when the shows will be aired.

National Pie Day

Can you believe it's almost time to start the holiday pie making season and then National Pie Day on Jan. 23?

We're excited about the coming year and have been working this summer on programs to add even more benefit to your membership. You'll be learning about these programs and more in the coming months.

We'd like to make National Pie Day in 2010 one to give back

This year, while we would like to continue to promote your individual National Pie Day efforts, whether on a local, regional or national basis, we would also like to offer ways to encourage participation in this program by offering visitors to the APC web site a discount or added value coupons on pie making ingredients, plates, tools, etc. or on the purchases of pre-made pies. We will list you on our home page as a participant, with a link to your web site where the visitor can download and

and show gratitude to our "Hometown Heroes" through a true show of Pie-triotism." These heroes can include anyone who is left stateside while a loved one is serving in the military or even someone like a local law enforcement, fire fighter, teacher or any other community hero. We want to encourage a grassroots effort with the making or purchasing of pies and delivering them on National Pie Day as a show of gratitude.

print your National Pie Day coupon.

If you're interested, please let me know by emailing me at apc@piecouncil.org. Also, please let us know of any specific programs you'll be doing in your own communities. As in previous years, we are building our annual National Pie Day activities list to post online and would like to generate as much support as possible for your efforts!

The Evolution of Raisin Pie

Over the last 150 years, California's raisin producers have improved Old World dried fruit production and mastered the art of making all-natural sun-dried raisins of superior quality. The development of California raisins, the world's best, has led to a wealth of fabulous, wholesome, traditional raisin creations enjoyed today - and one of them being Raisin Pie.

There are pies that start the water circulatin' in the mouth;
There are pies that wear the flavor of the warm an' sunny south;

Some with oriental spices spur the drowsy appetite
An' just fill a fellow's being with a thrill o' real delight;
But for downright solid goodness that comes drippin' from the sky

There is nothing quite the equal of a chunk o' raisin pie.

Known as the People's Poet, Detroit Free Press Journalist Edgar A. Guest (1881-1959), extolled the virtues of raisin pie, a beloved ancestral dish associated with the Amish, Mennonites and people of Pennsylvania German descent.

Many examples of raisin pie recipes are found in old-time cookbooks. A 19th century recipe, by Mrs. J. M. Davidson, adapted from *Recipes Tried and True*, compiled by the Ladies' Aid Society of the First Presbyterian Church, Marion, Ohio, 1894, begins by boiling the raisins in water with fresh lemon juice until tender. Then flour and sugar is added to thicken the filling followed by a small piece of butter and a little grated nutmeg. "The filling will keep for some time," explains Mrs. Davidson in the recipe. To make the raisin pie, she bakes the cooled filling between two crusts.

Though much of modern baking has evolved from its artisan roots to the science of mechanized mass production, the unique properties of California raisins continue to make them a highly popular ingredient in all types of pies today.



California Raisin Maple Crunch Pie

The California Raisin Marketing Board will be featuring the 2009 First Place Amateur Division California Raisin Category winning recipe by Patricia Lapiezo, California Raisin Maple Crunch Pie, at the 2010 APC's National Pie Championships in Celebration, FL. See you there!

HFA Helping the Environment

In today's world of green initiatives and protecting the environment, HFA, Inc. has been searching for the best way to do their part. In response to this, HFA, Inc. will embark on a revolutionary change in their roll foil packaging. HFA, Inc. is extremely proud to introduce their new Eco Friendly Space Saving Roll Foil boxes.

Effective September 15th, HFA, Inc. will be reducing the size of all of their roll foil boxes by 16-36% depending on the item. This ground-breaking change will not only reduce excess packaging but it will also enhance efficiencies in warehousing and shipping, significantly increase the amount of cases that can fit on a pallet by up to 65%, and also reduce damages during shipping with this new compact package.

All of these benefits will be provided to their customers, while at the same time, providing HFA, Inc. the opportunity to contribute towards the global effort of protecting the environment. Due to all of these factors, HFA Inc.'s new Eco Friendly Space Saving Roll Foil box produces a winning formula for all channels of distribution from their distributors' warehouses to their end users' kitchens.

Children's Reading – Humble Pie



Who knew that virtues can be so fun and tasty? Karen Bachman-Thull, author of *Humble Pie*, that's who! Nellie, a boastful little girl, gently reinforces the virtue of humility in this tasty tale and takes readers to a place of glowing hearts and imaginations.

The glow-in-the-dark cover and inner pages softly glow in ambient light, then the real fun begins when readers take to the page with the accompanying iLight Wand! Use the iLight Wand Light and Pen to make hidden glow effects magically appear - Draw. Trace. Write. Glow!!

Head to www.illuminatebooks.com to find this whimsical, one-of-a-kind book to thrill every pint size person.

WELCOME NEW MEMBERS!

The APC welcomes the following new members:

Commercial Members:

- Milne Fruit Products - Prosser, WA
- Foil Form - Huntington, IN

Professional Members:

- Kim Montello - Hollywood, FL
- Dawn Viola - Orlando, FL

Personal Members:

- Tayah Bolt - San Diego, CA
- Theresa Chaffee - Longmont, CO
- Susan Dahlem - Many, LA
- John DuPriest - White Plains, NY
- David Eaheart - Kansas City, MO
- Denise Fitzgerald - Nashville, TN
- Megan Henry - Carol Stream, IL

- Herman Hull - Hermiston, OR
- Kay Hutchinson - Portland, OR
- Kevin Ive - Burbank, CA
- Elaine Janas - Columbia Heights, MN
- Pen Johnson - Tempe, AZ
- Rick Johnson - Belleville, IL
- Kali Kennebrew - Fishers, IN
- Alison Kissell - Manhattan Beach, CA
- Tricia Largay - Brewer, ME
- John Lew - Orlando, FL
- Jane Lopez de Victoria - Miami, FL
- Shelby McCreedy - Atlantic, IA
- Joan Moblely - Socorro, NM
- Pamela Paglio - Palm Bay, FL
- Carolynn Paschall - Lewisville, TX
- Rosie Peasecki - Toledo, OH
- Kenneth Ramsey - Bethesda, MD
- Rae Rogers - Gainesville, GA
- Annie Taylor - Vernon Hills, IL
- Kathleen Toeliner - Clifton, VA
- James E. Walters - Crosslanes, WV
- James Woodworth - Pueblo West, CO

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