EMILE HENRY PIE DISH NAMED THE OFFICIAL PIE DISH OF THE
2009 APC CRISCO® NATIONAL PIE CHAMPIONSHIPS

The APC is proud to welcome Emile Henry as the “Official Pie Dish of the American Pie Council and the 2009 National Pie Championships”.

Founded in 1850, and located in Marcigny, a small town in the province of Burgundy, France, Emile Henry has established a worldwide reputation for manufacturing fine quality ceramic ovenware and tableware. Still owned and operated by the Henry family, the company manufactures all of their cooking products from natural Burgundy clay. Burgundy is noted for world-famous wines that are grown in the mineral-rich limestone soils of the region. Imparting terroir in the wines, it is these soils and clays that go into the formulas that are the basis of all Emile Henry ceramic cookware, ovenware and tableware. In Europe, Emile Henry dishes are considered treasured family heirlooms.

Emile Henry pie dishes are available in three sizes with the Grande 12-inch pie dish referred to as “the mother of all pie dishes”. The 9-inch Emile Henry pie dish is available in a 11 colors inspired by the rich Mediterranean color palette of France and the sophisticated, soothing urban color palette of the County’s impressionist painters.

As Official Pie Dish Sponsor of the National Pie Championships, Emile Henry will promote American Pie Council events through national media, consumer and trade publications, television outlets such as Food Network, and their own press tours.

In addition, Emile Henry pie dishes will be made available to entrants of the 2009 APC Crisco National Pie Championships. NPC Amateur and Professional Division winners will also receive additional prizes of Emile Henry ovenware and tableware.

During 2008, Emile Henry celebrated the 10th Anniversary of making pie dishes for Americans, and as part of this celebration; the company joined the American Pie Council. The APC looks forward to this great partnership with Emile Henry.
In 1981, a very hip restaurant named Cyrus O’Leary’s opened in downtown Spokane, Washington. The restaurant became especially popular with young people, with its quirky collectibles such as a koala bear on an antique sled and a monkey riding a tricycle on a trapeze suspended from the ceiling. Customers loved the restaurant, but especially came back to enjoy their signature dessert: home made pies. Six years later, after developing a wholesale pie business selling to other restaurants and supermarkets, Cyrus O’Leary’s built its first pie manufacturing plant in the Spokane area.

“What is interesting is that Cyrus O’Leary’s was never originally intended to be a pie company,” says Dennis Dipo, V.P. of Operations and part owner, who has worked at the company since 1994. “The company was literally ‘built on quality’ and built on demand for the great pies served in our restaurant.”

The proof is definitely in the pudding, as Cyrus O’Leary’s brings home blue ribbons each year at the APC Crisco National Pie Championships.

In 2008 alone, the company won five first place awards in the Gourmet category for their Apple Crumb, Citrus, Custard, Silk Cream and Turtle pies, and also won an award for Best New Product with their Grasshopper Pie.

Cyrus O’Leary’s currently produces 25 varieties of fresh pies for the local regional market. Pacific Northwest Grade-A fruits such as apples, cherries, Marion berries, blueberries, rhubarb and raspberries are found in Cyrus’ fruit pies. The company’s store delivery program delivers fresh pies to large Washington supermarkets such as Albertson’s and Wal-Mart. The company’s best selling pie is Pumpkin, whose biggest demand each year comes during the Thanksgiving season.

Alternatively, Cyrus’ Gourmet frozen pie line, which includes Brown’s Fruit Juice Sweetened Pies and Cyrus O’Leary’s Single Serve Desserts, is shipped to supermarkets and restaurants all over the country, and to markets as far away as Florida, Hawaii and Alaska. On average, Cyrus produces about 50,000 fresh and frozen pies per week throughout the year, at a new custom designed bakery built in 2002.

Local schools and other non-profit organizations work with Cyrus O’Leary’s to raise money for various projects. These organizations are afforded the flexibility of setting profit margins through the selling prices of the pies. Each fundraiser who sells 10 or more pies receives a specially designed Cyrus O’Leary’s Pies t-shirt.

When Dennis is not running Cyrus O’Leary’s operations with co-owners Barclay Klingel and Cyrus Vaughn, he also participates as a member of the Board of the APC, setting policy and working on the various APC pie promotional events. Each year, Dennis coordinates the logistics of both the National Pie Championships pies and the Great American Pie Festival’s “Never-Ending Pie Buffet” pies shipped to Celebration, Florida from around the country. That translates into Dennis spending a lot of time at APC events in refrigerator trucks and cold storage facilities - without complaining!

Got a “passion for pies?” Visit www.cyruspies.com

THE APC WELCOMES SEARS DEALER STORES AS THE OFFICIAL OVEN SPONSOR OF THE 2009 APC CRISCO® NATIONAL PIE CHAMPIONSHIPS

The APC is proud to welcome Sears Dealer Stores as the official Oven Sponsor of the 2009 APC Crisco National Pie Championships, Orlando, Florida, April 24-26.

Amateurs are invited to enter the competition in one of 15 categories. The overall Amateur winner will take home the Best of Show title and $5,000 in prize money, as well as a new Sears Kenmore range.

For the Amateur, Professional and Junior Chef Divisions, limited on-site baking times are available. For entrants to bake on-site, state-of-the-art Sears Kenmore ranges will be available for use.

To ensure a spot, early entry is encouraged. 2009 NPC entry forms are now available on www.piecouncil.org
RULE CHANGES FOR THE 2009 NATIONAL PIE CHAMPIONSHIPS

As you prepare your entries for the National Pie Championships this year, we’d like you to be aware of some changes that have been made for the 2009 event. The judging criteria have been revised for all divisions. Pies will be judged on the following criteria:

- **First Impression:** Pre slice score – Includes consistency of crust or topping. After slice score – Based on degree of appropriate runniness, juiciness or firmness. Impression of first taste.

- **A Closer Look:** Flavor – Strength and balance of flavor appropriate for type of pie; balance of sweet and/or tartness. Peripheral flavors should be balanced with main ingredient of pie. Mouth feel: Appropriate consistency, i.e. thick, thin, smooth, creamy, chalky, mushy, runny, dry, sticky, etc. should be considered when appropriate. Crust – Flaky or mealy. Aftertaste – Pleasant or unpleasant.

- **Overall Impression:** How impressive was it, how appealing and memorable.

The Amateur, Professional and Junior Chef Divisions will also be judged on Creativity. Creativity will also be used to judge the Best New Product Category in the Commercial Division. Creativity will count for 10% of the total score.

- **Creativity:** How much creativity went into this recipe?

In addition, for the Commercial Division, wholesale price (FOB plant) cutoffs for all categories are raised $1.00 from our 2008 levels, as follows: Family – under $3.00; Premium – under $5.00; Gourmet – under $7.00; Super-Gourmet – over $7.00.

**Amateur, Professional and Junior Chef Divisions:** All entries must be received by April 9, 2009. There will be no late entries or walk-ins accepted this year. All recipes and entries must be complete by April 9, 2009 in order to enter.

The Commercial Division deadline for early entry discounts is April 9, 2009.

NEWS FROM 2008 STATE FAIRS AND OTHER CONTESTS

**Jim Woodward** ("Colorado Pie Guy") of Pueblo West, CO strikes again with five first place, three second place and two third place winning pie entries at the Colorado State Fair in Pueblo

**Beth Campbell** of Belleville, WI won the grand champion Malt-O-Meal contest and Judge’s Favorite in the culinary categories for her “German Chocolate Pie with Malt-O-Meal Crust” at the Wisconsin State Fair in Milwaukee

**Melody Wagie** of Richfield, WI won first place in the pie division at the Wisconsin State Fair with her entry of “Turtle French Silk Pie”

**Lana Ross** of Indianola, IA won first place with her “Harvest Apple Pie” in the All-American Apple Pie contest at the Iowa State Fair in Des Moines

**Susanne Le Blanc** of Minneapolis, MN won first place with her “Peach Pie” in the Pie Division at the Minnesota State Fair in St. Paul

**Rachel McMullen** Eden of Springfield, IL won first place in the Pie Division at the Illinois State Fair, also in Springfield

**Tara Rogers** of Beacon, NY won first place and $250 at the "Mountains of Apple Pie Contest," sponsored by the Mountain Restaurant Supply Company in Windsor

**Steven VanDyne** of Kenton, OH won first place in the Country Living magazine “Blue Ribbon Apple Pie Contest” with his "Granny Loves Pink” apple pie
Gooseberry Patch started one day over the backyard fence in Delaware, Ohio, where Vickie and Jo Ann, next-door neighbors, discovered a shared love of cooking, gardening and collecting antiques. Their little business grew, and today they have their very own line of community-style cookbooks created from tried & true recipes shared from folks all across the country.

Here's a recipe from their newest cookbook, Christmas Kitchen. Gooseberry Patch is excited to invite American Pie Council members to check out their website at www.gooseberrypatch.com to sign up for their E-letter, which has free recipes, crafts, tips & more.

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PETERBORO PIE BASKETS MAKE GREAT HOLIDAY PRESENTS!

APC member Peterboro Basket Company is now offering personalized pie baskets, which make great holiday presents.

Your Peterboro pie basket order can include a handsome all-wood cherry oval plaque personalized with the name of a friend, family member, child or even your pet! If you already have a pie basket, you can order the plaque to personalize the remembrance.

Each plaque is available for a cost of $5.00 and comes with double sided tape to attach it to the lid of your basket. Customers will have the option of how they wish the plaque to look -- ie: all caps, all lower case or a combination of the two. The plaque measures 3-1/4"L x 1"W x 1/8"thick.

Click on the Peterboro banner for product information. To place your customized order, call Peterboro Basket Company at 1-800-555-3919 and mention you are an American Pie Council member.
WELCOME NEW MEMBERS!

The APC welcomes the following new members:

**Commercial Members:**

Crane’s Pie Pantry is a restaurant and pie shop located in Fennville, MI. Crane’s also runs seasonal fall events at its apple orchard and corn maze.

Rolling Dough, Inc. is a specialty pie plate marketer located in Neptune, FL.

**Professional Members:**

Franco Pacini is the Director of Operations of The French Pastry School in Chicago, IL. Established in 1995, The French Pastry School is affiliated with the City Colleges of Chicago, and offers instruction based on the artist-apprentice model that has been in operation in Europe for hundreds of years.

**Personal Members:**

American Pie Party – Columbus, OH
Susan Asato – Aliso Viejo, CA
Sharon Askew – Auburn, AL
Yolanda Aviles – Davenport, FL
Anne Buford – New York City, NY
Rochelle Caits – Forest Hills, NY

Lynn Carpenter – Waco, TX
Phil Davis – Oro Valley, AZ
Rachel McMullen Eden – Springfield, IL
Gwenllyn Fry – Rohnert Park, CA
Martin Harriman – Aptos, CA
Martin Harriman – Phoenix, AZ
Debbie Hickey – Newport, RI
James Johnson – Osage Beach, MO
Melissa Kline – Minneapolis, MN
Suzanne LeBlanc – New York City, NY
Ellen Lee – Eden Prairie, MN
Virginia Londeen – Tallahassee, FL
Rachel Melson – Chicago, IL
Jennifer Neff – Lakeland, FL
Lori Powell – Grand Rapids, MI
Janet Ramsey – Indianola, IA
Lana Ross – Longwood, FL
Carl Satterwhite – Monrovia, CA
Martty Scarbrough – Fond du Lac, WI
Linda Schiessl – Powderly, TX
Debbie Shaffer – Clinton, MA
Debra Simmons – Reno, NV
Dorothy Thomas – Shakopee, MN
Karen Thull – Richfield, MN
Melody Wagie – Woodinville, WA
Ronald Yabut –

American Pie Council Board of Directors

Barbara Dolbee, Bonert’s Slice of Pie • Rick Barton, CM Packaging • Rich Hoskins, Colborne Corporation • Dennis Dipo, Cyrus O’Leary’s Pies
Susan Mahoney, Jessie Lord Bakery • Terry Browning, Publix Supermarkets • Mark Grandinetti, Rocky Mountain Pies
Cathy McCarthy, Sara Lee • Molly Litecky and Michael Gerber, Schwan’s Bakery, Inc. • Sandy Swider, Starwood Properties
Mary Pint, VICORP Restaurants • Marsha Wickersham, Wick’s Pies
Frank Nimesheim, Bowe, Bell and Howell, Associate Board Member.

Questions, thoughts, comments? Contact the American Pie Council

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