In early October I traveled to Orlando to exhibit at IBIE, the International Baking Industry Exposition. Since the tradeshow was in Orlando, the APC booth had plenty of help from our Celebration volunteers, Jo Moore and Penney Cutter. In addition, Terry Kline, The EnSol Group, helped staff our booth and we all chatted with attendees about the benefits of joining the American Pie Council.

The APC exhibited at IBIE in 2004 and at that time, the most frequent comment I heard was, "I've never heard of the APC". In 2007, it's a totally different story as most attendees in the pie industry recognize us and want to be a part of the organization, whether by joining, judging in the NPC or entering the competition. There is definitely an excitement when people talk with us. They love the fact that the APC promotes our industry and want to do everything they can to help us accomplish our goals.

We look forward to getting to know our new members.

Participation in the Pie Industry Seminar, the National Pie Championships and the Great American Pie Festival is a great way for new members to integrate themselves into the organization. We look forward to seeing them at the events back in Orlando in April 2008.
Loders Croklaan, a leading innovator and producer of fats and oils, announces a new line of SansTrans™ called Roll-Rite. They are trans-free, lamination shortenings that deliver great taste, texture and superior process-ability.

The new product line offers several lamination versions for various baking usages such as puff pastries, pies, croissants and Danishes.

Roll-Rite maintains its pliability at room temperature and will not become brittle at colder temperatures. The product was developed to maintain the integrity of each layer of lamination in the dough. Roll-Rite shortening is designed to provide a more uniform product that is both smooth and consistent. Roll-Rite rolls out easily without breaking into pieces when cold, but is firm enough that it won’t seep into the dough when it becomes too warm.

“The market demands that we have to provide trans free solution in every segment of the baking industry,” said Mark Weyland, Product Manager, Loders Croklaan. “For this reason, SansTrans™ Roll-Rite was created to offer our customers a healthier option for lamination products that continues Loders Croklaan’s tradition of delivering quality, high-performance products to meet customers’ needs.”

Additional benefits of Roll-Rite include:

- Maintains texture during processing and lamination
- Lamination and sheeting with no dough tearing and increased pliability. Less down time
- Easy to transfer using a fat pump
- Resists work softening
- Water free composition without loss of dough “lift”; eliminates problems associated with emulsion breakdown in high pressure rollers
- Greater performance than more expensive option such as butter

For additional information, please contact Mark Weyland at 815-730-5331, or Mark.Weyland@croklaan.com.

BUCKTOWN APPLE PIE CONTEST IN CHICAGO

On Sunday, October 14th, seventy-nine apple pies competed for Best of Show at the third annual Bucktown Apple Pie Contest in the Bucktown neighborhood of Chicago. This event was created by the local community to support Holstein Park.

The Best of Show winner of this event was Linda Schmidt of Chicago. Linda calls her winning pie "Late Pie" as her entry was made so late in the program it was almost not accepted. Linda won a $250 gift certificate to Sur La Table, a culinary supply store.

Judges for the event included Jimmy McMillan, Executive Pastry Chef of Chicago’s Peninsula Hotel, Gale Gand, Food Network host of Sweet Dreams and owner of Tru Restaurant in Chicago, and Nancy Mathieson, APC Membership Director.

The fundraiser also included a $1,000 cash raffle and a silent auction of the first, second and third place winning pies.
LISA’S PIE SHOP, ATLANTA, INDIANA

Lisa's Pie Shop beckons drivers on U.S. 31 near Atlanta, IN, twenty miles south of Kokomo, with a sign touting “handmade pies.” And as anyone who stops in at the shop will attest, the pies are indeed made by hand by owner Lisa Sparks and her sole employee, Hunny Clark.

Helped by Lisa’s husband, Jim, who mixes dough and makes deliveries, the two prepare almost 1,000 pies per week, in a total of 23 different varieties. Prices range from about $8 to $10 per pie.

These numbers don’t faze the former factory worker, who started her pie business 16 years ago with $254. “Then, if we got an order for 25 pies, it was like, ‘It’s gonna take me all night,’ she recalls. Now we don’t get shook up until they’re talking 1,000 or more.”

Lisa created a successful wholesale business supplying local supermarkets, and eventually built her own bakery and retail shop right on Highway 31, which attracts a bustling clientele from local businesses and auto plants near Kokomo.

In April 2006, Lisa’s Pie Shop first entered pies and took home awards in the Independent Baker Division of the APC Crisco National Pie Championships. She publicized her win on a sign in front of the shop on the highway, and business took off in a big way.

“I would estimate that our pie business increased by 40-50% after winning at the National Pie Championships,” Lisa added. Now half of her customers come from out of state, and some from out of the country. Local newspapers and magazines have written over 30 stories about her shop, some which have been syndicated in newspapers throughout the country.

Lisa’s best selling pie is Black Raspberry, using raspberries from Oregon. Coloma Frozen Foods, a new APC Commercial Member, supplies the fruit for Lisa’s pies, and this business relationship has spanned over 20 years. Other popular selling pies include Dutch Apple, Peach and Cherry, all fruits grown in Michigan. Seasonal offerings include fresh Strawberry Pie from April to October, and Pumpkin Pie from September to April. Lisa estimates her shop uses 3,200 to 3,800 pounds of fruit per month.

And if that was not enough work for three pie bakers, Lisa’s Pie Shop prepares cream cheese cupcakes, cinnamon rolls, cookies, tarts and six-inch pies daily, and also sells her goods from June to October each year at local farmer’s markets in Carmel and Fishers, IN.

Lisa had entered her pies in the Indiana State Fair for the past ten years and won “at least 12 to 15 ribbons each year,” she said. “That is what prompted us to go ‘National.’”

CAROLYN BLAKEMORE AT THE WEST VIRGINIA STATE FAIR

On August 12, 2007, APC member Carolyn Blakemore won first place in the Apple Dessert competition at the West Virginia State Fair in Louisburg with her entry of West Virginia State Apple Pie.

Carolyn’s pie included Golden Delicious apples which are the state apple of West Virginia. The pie was made using the Classic Crisco pie crust with Butter Flavored Crisco shortening.

Carolyn competed in this contest with 25 dessert entries, and took home the blue ribbon and a $100.00 cash prize.
CONGRATULATIONS TO STATE FAIR WINNERS!

The APC awarded lifetime APC memberships to the following state fair winners this summer:

**Carlene Carter**, Lincoln, IL, Illinois State Fair, My Best Fruit Pie Division, **Pina Colada Pie**
**Faye Peterson**, Apple Valley, MN, Minnesota State Fair, Pie Division, **Apple Pie**
**Mary Markwiese**, Milwaukee, WI, Wisconsin State Fair, Pie Division, **Honey Crunch Pecan Pie**
**Louise Piper**, Garner, IA, Iowa State Fair, Apple Pie Division, **Apple Pie**
**Jim Woodworth**, Pueblo West, CO, Colorado State Fair, Pie Division, **Honey Apple Pie**

We hope to see all these state fair winners at next year’s APC Crisco National Pie Championships, Orlando, Florida, April 18-20, 2008.

WELCOME NEW MEMBERS!

The American Pie Council welcomes the following new members:

**Commercial Members:**

**Coloma Frozen Foods** of Coloma, MI is a processor and distributor of frozen fruit and vegetables.
**Rocky Mountain Pies** of Salt Lake City, UT is a manufacturer of fruit, cream, meringue, holiday and specialty pies for the in-store bakery and restaurant markets.

**Key West Key Lime Pie Company** of Big Pine Key, FL is a key lime pie bakery and a producer of wholesale and retail key lime products.

**Consumer Members:**

Kathy Bysenkell
Betty Camden
Jennifer Doerr
Siobhan Dugan
Eleonore Griffin
Barbara Hewitt
Robin Lin Lisac
Terri Ossel
Paige Retus
Sharon Reyes
Linda Schmidt
John Wood

- Tempe, AZ
- St. Cloud, FL
- New York, NY
- Washington, DC
- Athens, OH
- Las Vegas, NV
- Raleigh, NC
- Augusta, OH
- W. Roxbury, MA
- Stuart, FL
- Chicago, IL
- Midlothian, IL

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