



Pie Fun Facts



Approx. \$700 million in pies (approx. 186 million units) are sold in grocery stores every year. This does not include restaurants, food service or price clubs, only grocery stores. If you lined up the number of pies sold at U.S. grocery stores in one year, they would circle the globe and then some.



According to a 2008 survey by Crisco® and American Pie Council:

- Nearly one out of five (19%) of Americans prefer apple pie, followed by pumpkin (13%), pecan (12%), banana cream (10%) and cherry (9%)
- Pie just isn't for after-dinner dessert. Thirty-five percent of Americans say they've had pies for breakfast. Pies as lunch (66%) and midnight snacks (59%) also have a popular following.
- When asked what dessert Americans would prefer a friend or family member bring to their house for a holiday dinner, pie was the winner with 29%. Cake (17%) and cookies (15%) rounded out the top-three spots.



Pumpkin pie was first introduced to the holiday table at the pilgrim's second Thanksgiving in 1623.



Pie was not always America's favorite dessert - in the 19th Century, fruit pies were a common breakfast food eaten before the start of a long day.



According to a 2008 "Pie Slice of Life" Survey, conducted by Schwan's Consumer Brands North America, Inc., Carol Brady of *The Brady Bunch* was picked by 40% of survey respondents as the TV mom that would bake the best pie. *The Cosby Show's* Claire Huxtable was second with 22%, *Desperate Housewives's* Bree Van de Camp was third with 16 percent, *Everybody Loves Raymond's* Debra Barone was fourth with 13% while *The Simpsons's* Marge Simpson came in fifth with 8%.



The same survey also revealed that when asked "Who Makes the Best Pie?," Mom rates highly (27%), and store bought convenience pie came in a close second with a 26% slice of the pie - beating out Grandma who garnered 17%.



This 2006 Four Points® Pie Portrait is an examination of how Americans enjoy their signature dessert, in honor of Four Points by Sheraton's simple pleasures offerings: pie in all its restaurants, express pie via room service.



Pie By the Numbers

- 36 million Number of Americans who identify apple pie as their favorite
- 47% Americans for whom the word "comforting" comes to mind when they think of pie
- 6 million Number of American men ages 35-54 who have eaten the last slice of pie and denied it
- 27% Americans who believe chocolate pie is the most romantic to share with someone special
- 1 in 5 Proportion of Americans who have eaten an entire pie by themselves
- 113 million Number of Americans who have eaten pie for breakfast
- 75 million Number of Americans who prefer to drink milk with their pie
- 32% Americans who prefer no crust on top of their pie
- 90% Americans who agree that a slice of pie represents one of the simple pleasures in life
- 9% Americans who prefer to eat their pie crust-first
- 7% Americans who have passed off a store-bought pie as homemade
- 18% Men who say their wife makes the best homemade pie
- 2% Women who say their husband makes the best homemade pie



Pie Personalities

If you love... You are likely to describe yourself as...

Apple Pie	Independent, realistic and compassionate
Pecan Pie	Thoughtful and analytical
Chocolate Pie	Loving
Pumpkin Pie	Funny and independent



Pie Preferences

- More than one-third of Americans have eaten pie in bed
- Nearly one in four women believe that they make the best pie - better than Mom or Grandma
- More than one-third of Americans have craved pie in the middle of the night



The first mention of a fruit pie in print is from Robert Green's Arcadia (1590): "thy breath is like the steame of apple-pyes."



The wet bottom molasses pie, Shoo-fly pie, was used to attract flies from the kitchen.



Oliver Cromwell banned the eating of pie in 1644, declaring it a pagan form of pleasure. For 16 years, pie eating and making went underground until the

Restoration leaders lifted the ban on pie in 1660.



The wealthy English were known for their "Surprise Pies" in which live creatures would pop out when the pie was cut open.



At one time it was against the law to serve ice cream on cherry pie in Kansas.



"As easy as pie" is an American expression. In the 1890's, "pie" was a common slang expression meaning anything easy, a cinch; the expression "easy as pie" stemmed quite readily from that.



The airplane Buddy Holly died in was named the "American Pie."



Boston Cream Pie is a cake, not a pie.



Pies are favorite props for humor, particularly when aimed at the pompous. Throwing a pie in a person's face has been a staple of film comedy since the early days of the medium, and real-life pranksters have taken to targeting politicians and celebrities with their pies, an act called "pieing."



State Pies:

- Key Lime pie was just adopted in the state of Florida as the official pie in 2006.
- The state of Vermont adopted apple pie as the official state pie in 1999.