

Sweetie-licious

Bakery Cafe

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SWEETIE-LICIOUS OFFERS 3/14/15 NATIONAL PI DAY SPECIAL

DEWITT, MI – Attention math geeks and pie lovers! In celebration of National Pi Day on Saturday, March 14, Sweetie-licious Bakery Café is rolling back pie slice prices to \$3.14. This special pricing, in honor of the mathematical constant pi, minus a few digits, will be offered at all three Sweetie-licious locations in DeWitt, Grand Rapids Downtown Market and Gaslight Village in East Grand Rapids, MI on Saturday, March 14. For observers of National Pi Day, who often include pie in their celebrations, this year is especially significant as the date represents the first five digits of pi, 3.1415.

“We love celebrating pie day every day at Sweetie-licious, but especially on National Pi Day! We take great joy and pride baking America’s favorite dessert,” said Sweetie-licious owner Linda Hundt, whose bakery was recently named **#1 Michigan’s Best Pie** after a statewide search by MLive newspapers.

Pi Day celebrants will have an assortment of delicious, award-winning pies to choose from. Not only a Michigan favorite, Sweetie-licious has earned a national reputation, winning 19 awards at the Crisco National Pie Championships, including Best in Show in 2009 and the Crisco 100-Year-Anniversary Innovation Best-in-Show winner in 2011. Last November, Hundt claimed the title of Best Apple Pie in the country when she was tapped to compete on the nationally syndicated Steve Harvey show.

Math enthusiasts can also spread Pi Day cheer by ordering a Sweetie-licious pie in advance, or by shipping a Sweetie-licious pie anywhere in the U.S. through specialty retailer, Williams-Sonoma, Inc. Sweetie-licious is honored to be the exclusive pie provider for Williams-Sonoma, and will be unveiling the new Summer Pie Collection in April.

For those celebrating Pi Day at home, bake a pie using a recipe from Hundt’s award-winning cookbook, “Sweetie-licious Pies: Eat Pie, Love Life,” which was named as a 2014 Michigan Notable Book. Copies of “Sweetie-licious Pies: Eat Pie, Love Life” are available at all bakery locations and through www.sweetie-licious.com. For additional information or to schedule an interview with Linda Hundt, please contact Karen Coy, Media Relations, at 773-520-5383 or kcoy@sweetie-licious.com.

Linda Hundt is a nineteen-time national pie baking champion and award-winning author. Her cookbook, “Sweetie-licious Pies: Eat Pie, Love Life,” was named as a 2014 Michigan Notable Book. She and Sweetie-licious Bakery have won numerous baking and business awards including the 2011 Crisco 100-Year-Anniversary Innovation Best-in-Show winner and the Food Network Amazing Pie Challenge Best-in-Show winner. Hundt, who has been featured on the Food Network, The Today Show, and numerous other television shows, newspapers and magazines across the country, is also a sought-after keynote speaker who focuses on entrepreneurship, inspiration and pie baking. A select line of Sweetie-licious pies are now available nationwide through premier specialty retailer Williams-Sonoma, Inc.

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