



Hill and Valley, Inc., Wins *Five* Commercial Division Awards 2007 APC/Crisco® National Pie Championships

For Immediate Release

Rock Island, IL, May 2, 2007: Hill and Valley, Inc., won the Family Category for five No-Sugar-Added (NSA) pies in the Citrus, Nut, Open Cream, Peach, and Pumpkin flavors at the 2007 APC/Crisco® National Pie Championships, Commercial Division.

Presented by the American Pie Council (APC), the competition took place at the Sheraton Safari Hotel and Resort, Orlando, Fla. It was held in conjunction with pie baking competitions for Amateur, Professional and Junior Chef Divisions held April 20 through 22.

“This is our most successful year ever,” commented, Hill and Valley, Inc., CEO Scott Florence. “Winning five categories is a record for us and vindicates our emphasis on research and development to create the best sugar-free and NSA pies in the market.

“Because these pies are judged against the high standards of traditionally made pies, we are thrilled our sugar-free and NSA flavors can hold their own against the industry’s top competitors,” Florence added.

Hill and Valley family NSA category winners included its Sugar-Free Lemon Meringue; Sugar-Free Pecan; NSA Coconut Crème; NSA Peach; and NSA Pumpkin Pie (a three-time consecutive pumpkin flavor winner in these championships).

Held annually since 1995, the National Pie Championships offer participants the opportunity to test their pies against other top bakers nationwide. The APC has established a standard of quality in pie making on all levels. According to the APC, previous Commercial Division winners have experienced substantially increased sales and market share in their winning category.

Commercial Division categories were: Family-wholesale cost under \$2; Premium-wholesale cost under \$4; Gourmet-wholesale cost under \$6; Super Gourmet-wholesale cost over \$6; and Independent Bakers-pie sales under \$800,000. Flavor categories consisted of: apple, apple crumb, banana cream, berry, blueberry, candy/cookie cream, cherry, chocolate cream, citrus, coconut cream, custard, key lime, nut, open, open cream, open fruit and berry, peach, peanut butter, pumpkin and silk cream. Pies can also be entered in no sugar added and single serving categories.

Commercial Division awards were presented in an industry-only ceremony at Sheraton Safari Hotel and Resort the evening of April 20.

Hill and Valley is America’s leading source of sugar free and no sugar added desserts. For more information, call 1-800-480-0055 (ext. 103) or go to www.hillandvalley.net.

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