

## **NEWS RELEASE**

**For Immediate Release:**

April 12, 2006

**For More Information Contact:**

Felicia Carlson, Marketing Manager

Hill & Valley Inc.

(309) 793-0161 ext. 103



### **Hill and Valley announces their Fall and Winter Holiday Program for 2006**

(ROCK ISLAND, IL. April 12, 2006) Hill & Valley announces that their 2006 line of Fall and Winter Sugar Free and No Sugar Added products have the homemade taste everyone is looking for and no trans fatty acids. Dutch Apple Pie, Pecan Pie, Pumpkin Pie, Pumpkin Crème Pie, Sliced Pumpkin Spice Crème Cake and NEW for 2006 Sweet Potato Pie - these desserts will satisfy everyone's Holiday cravings. No one needs to be left out this year!

Retailers can offer shoppers a tasteful way to limit their sugar without adding Trans-Fat. Hill and Valley's Fall and Winter selections help retailers entice their customers that *must or want to reduce sugar in their diet*. These Hill and Valley sugar free and no-sugar-added desserts offer a wide array of seasonal items so that everyone has plenty of variety to choose from.

"Seasonal offerings often leave diabetics and their families searching for dessert alternatives," says Scott Florence, Hill & Valley, Inc. President /CEO. "While many of these customers may not normally visit the in-store bakery, studies show that a prominent display of sugar-free and no-sugar-added holiday products will drive bakery sales."

As the category leader, Hill and Valley, formerly known as Nancy's Pies, Inc. offers the widest selection available of high-quality sugar free and no-sugar-added bakery desserts. Products are sold nationwide through supermarket in-store bakeries. For more information about Hill and Valley's Fall and Winter 2006 seasonal line or their complete product line, contact your broker or call 1-800-480-0055 x 103. Additional information is available at [www.hillandvalley.net](http://www.hillandvalley.net).

3915 – 9<sup>th</sup> Street • P.O. Box 6575 • Rock Island, IL 61204-6575  
Phone 309-793-0161 • Fax 309-793-0183 • [www.hillandvalley.net](http://www.hillandvalley.net)