

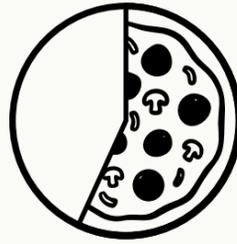
# PI(E) DAY BY THE NUMBERS



*Pie), done right.*

We surveyed over **2,500 Americans** about what “pie” means to them. While **Pi Day (3.14)** often brings pizza promotions, most Americans say “pie” means dessert.

**93%**  
of Americans associate “pie” with a baked dessert



**56%**  
believe **pizza** belongs in the conversation

## AMERICA'S FAVORITE DESSERT PIES



**24%**  
**APPLE**

leads the pie lineup.



**14%**  
**PECAN**



**14%**  
**PUMPKIN**

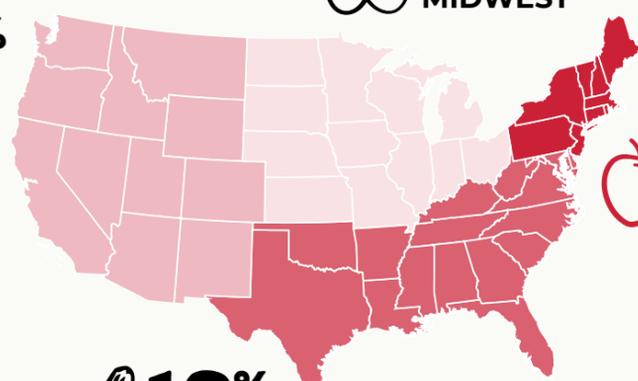
### STANDOUTS BY REGION



**16%**  
**WEST**



**12%**  
**MIDWEST**



**30%**  
**NORTHEAST**



**18%**  
**SOUTH**

These percentages are among pie eaters



**66%**

of Americans say they're likely willing to pay more for **premium baking ingredients** if they expect to create better results.



**28%**

of Americans indulge in a slice of pie at least once a month.

## THE PLUGRÀ DIFFERENCE



- Higher butterfat, the European standard
- Slow churned so it blends easily into dough
- Rich flavor and smoother texture

### CHEF CLAIRE'S

## SECRETS FOR FOOLPROOF PIES



#### KEEP INGREDIENTS COLD

Keep the butter and water as cold as possible to create steam pockets during baking, resulting in a lighter, flakier texture.



#### GRATE YOUR BUTTER

Freeze your butter and grate it directly into the flour.



#### USE DOUGH SCRAPS

Roll out leftover scraps to create decorative shapes.



#### PRIORITIZE PREMIUM BUTTER

Plugrà is made with higher butterfat, 82%, the European standard and it is slow churned to help create richer flavor and flakier pie crusts.