

As Pie Popularity Surges, Legendary Baking Takes Home 500th Blue Ribbon From American Pie Council

Award-Winning Premium Baking Company Surpasses Milestone With 54 Blue Ribbons From the American Pie Council at 2014 National Pie Championships

DENVER, CO--(Jun 24, 2014) - Denver-based Legendary Baking has won 54 blue ribbons at the 2014 American Pie Council National Pie Championships, taking the premium baking company over 500 total Blue Ribbon Awards since 2001.

"We built this company on making the best pie in America, and every year at the National Pie Championships we set the standard for our industry, backing up that ideal with our results," said Tim Kanaly, president of Legendary Baking. "We are honored to have passed the 500 blue ribbon mark representing pies entered under our own name as well as those of our exceptional customers like Village Inn, Bakers Square, O'Charley's and The Kroger Company."

Legendary Baking sets a blue ribbon record at a time where pie consumption has demonstrated continued growth in the United States. A recent Nielsen survey revealed that pie is a preferred dessert even on special occasions other than Thanksgiving, with 70% favoring it on Christmas and 67% considering it a staple of family gatherings. Nielsen noted increased pie sales around all holidays, including 13% at Easter and 16% on Labor Day.

In addition to perennial favorites like Toasted Pecan, Key Lime and French Silk, Legendary Baking blue ribbon winners in 2014 included eight new flavors:

- Blueberry Pomegranate Supreme Cream Pie
- Summer Campfire S'Mores Pie
- Hawaiian Pineapple Coconut Cream Pie
- Vermont Maple Sugar Cream Pie
- Blueberry Cherry Rhubarb Pie
- Wild Maine Blueberry Supreme Pie
- 6" Apple Cinnamon Streusel Pie
- 6" Red Cherry Lattice Pie

Beyond pies, Legendary Baking diversifies its offerings with many other desserts including galettes, dessert bars, brownies, specialty cakes, cream desserts, cobblers, cookies, crusts and fillings. The company produces more than 24 million desserts per year at its two bakeries in Oak Forest, IL and Chaska, MN. Those pies and desserts are found at restaurants and grocery retailers across the United States.

Over the years Legendary Baking's continued success has been a key component of the success of parent company American Blue Ribbon Holdings.

For more information on Legendary Baking and its offerings visit <http://www.legendarybaking.com/>.

About Legendary Baking

For more than 45 years, Legendary Baking has perfected the art of baking gourmet pies and premium desserts. Based in Denver, Colorado, Legendary Baking serves restaurants, grocery retailers and others across the United States by supplying a variety of baked desserts and custom bakery items. Legendary Baking's delicious roster of products includes pies, galettes, dessert bars, brownies, specialty cakes, cream desserts, cobblers, cookies, crusts and fillings. Legendary Baking, a division of American Blue Ribbon Holdings, has won more than 500 Blue Ribbons at the APC National Pie Championships since 2001.

About The American Pie Council

The American Pie Council® (APC) is the only organization committed to preserving America's pie heritage and promoting American's love affair with pies. Designed to raise awareness, enjoyment and consumption of pies, the APC offers Amateur, Professional and Commercial Memberships. Learn more at <http://www.piecouncil.org/>.