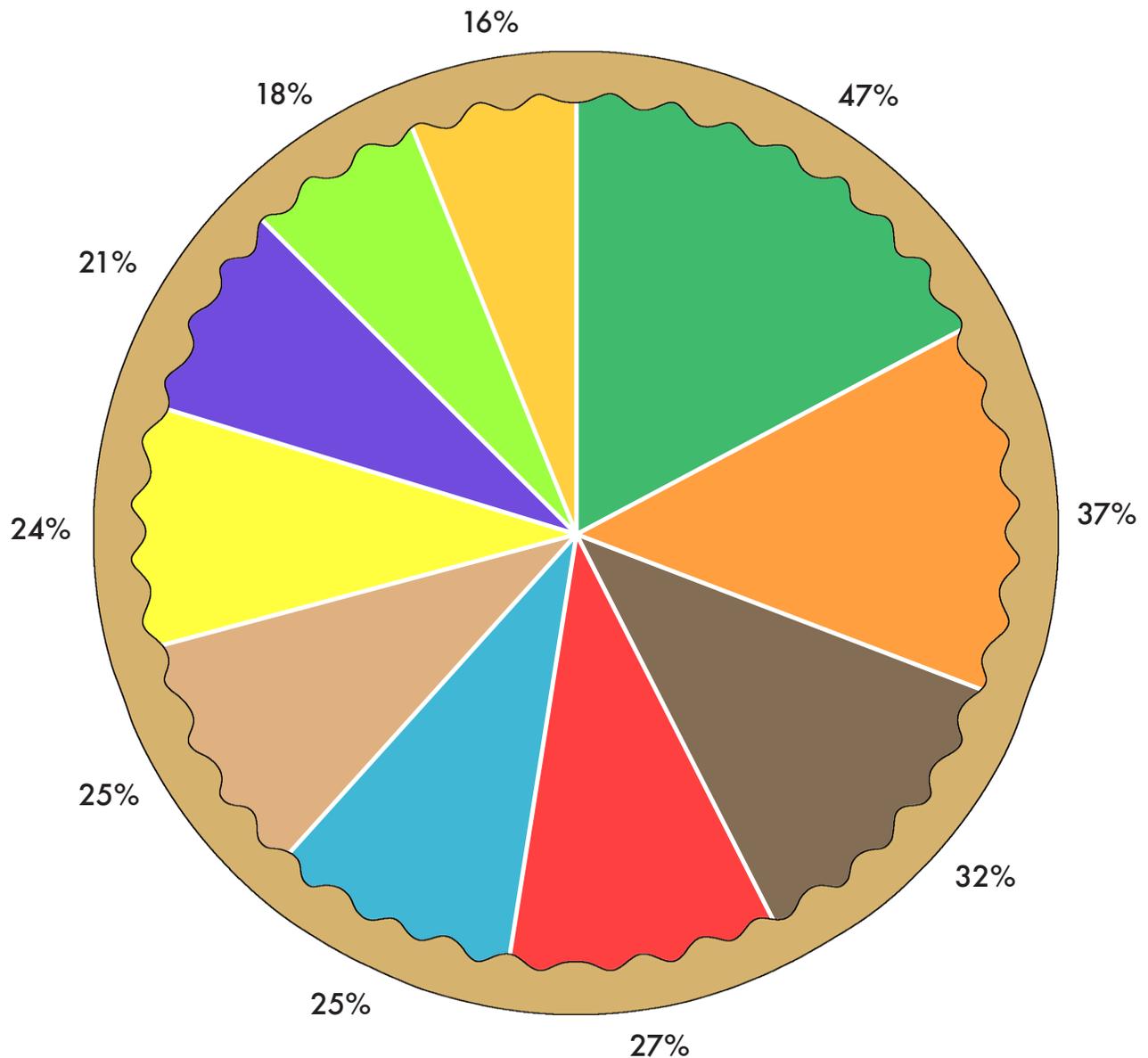


# 2008 Pie Slice of Life Survey

## America's Pie Preference



- 47% Apple
- 37% Pumpkin
- 32% Chocolate Crème
- 27% Cherry
- 25% Apple Crumb
- 25% Pecan
- 24% Lemon Meringue
- 21% Blueberry
- 18% Key Lime
- 16% Peach

Results tally Americans' responses to the question, "What are your three most favorite types of pie?"

SOURCE:  
Goodmind/Schwan's Consumer Brands North America, Inc.  
Pie Preference Survey March 2008