



New Jersey Bakers Board of Trade



THE HISTORY OF PIE

We celebrate with cakes on birthdays. Cookies are delicious with a glass of cold milk. Ice cream can chase a bad day away. Pie however, has "latticed" its way into an iconic member of our food culture. It is a symbol of home, tradition, and plenty. Pies are the ultimate baked treat and the smell of a pie cooling on a windowsill is etched in the memory of many Americans. They are such iconic creations that the phrase, "American as apple pie" was created just for them.

The history of pie began in Egypt, however, they may have been "borrowed" from the Greeks, but its origin has evolved into the tasty morsels that we know today.

The crust of the first pies were called coffins. These crusts were several inches thick so that they could withstand many hours of cooking. Only the content in the coffin was eaten, not the crust, and the crust were used as a roux to thicken stews.

Coffins became pyes during the medieval times in England. During that time they were filled with meats like beef, lamb, duck, and magpie pigeon and with spices of pepper, currants and dates.



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Contrary to everything that we learned in grammar school, the first Thanksgiving in 1621 did not feature pumpkin or pecan pie. The British brought their meat pye recipes with them and pumpkin pie was first recorded in an English cookbook in 1675. The pumpkin pie was not popular in America until the early 1800's.

As the country grew new regional pies were created. Pumpkin pie and pies sweetened with maple syrup were popular in northern states where Native Americans taught the settlers how to extract sap from the maple tree. In Maine, where the blueberry crops were plentiful, the blueberries were baked into pies. It is still the official dessert of that state.



Chess pie was popular down south. Its silky filling made with sugar, cream or buttermilk, egg and sometimes bourbon. The Pennsylvania Dutch made molasses "shoofly" pies as well as savory meat pies that were known as "bott boi" or pot pie. Settlers in Florida used local citrus and created Key Lime pie. The state of New Hampshire created the fried hand pie. The Midwest, famous for their dairy favored cheese and cream pies. French immigrants in New Orleans created pecan pie after the Native Americans introduced them to the pecans. Massachusetts invented the beloved Boston cream pie, a hybrid pie-cake. The variety of pies we know today reflect the diverse tapestry of early American culture. You might even say, that you can retell our history as a nation through pie.

Pies almost disappeared in the mid 1800's due to new dietary and nutrition concerns. They held their ground and after World War II they rebounded. Modern food advances made pie making easier with the introduction of shortening, ready-made crusts, box mixes, and instant pudding.



In the early 1980's pies were rediscovered as Americans explored their culinary roots and they eventually made their way back into American food culture. Now pies are embraced and celebrated as a symbol of American abundance. In fact, one of the most popular days for baking and eating pies in America is the fourth of July, our nation's birthday.



NOVEMBER IS NATIONAL RAISIN BREAD MONTH
NOVEMBER FOOD HOLIDAYS



- **November 10th- Vanilla Cupcake Day**
- **November 15th- Bundt Cake Day**
- **November 17th- Baklava Day**
- **November 21st- Gingerbread Day**
- **November 26th- Cake Day**
- **November 30th- Mousse Day**

**THE NEW JERSEY BAKERS BOARD OF TRADE IS NOW ON
FACEBOOK. GO TO OUR NEW PAGE: THE NEW JERSEY
BAKERS BOARD OF TRADE AND "LIKE" US FOR NEW IDEAS
AND TUTORIALS TO HELP YOU INCREASE SALES,
PRODUCTIVITY AND TECHNIQUES.**

THE ATLANTIC BAKERY DELI DAIRY EXPO

The New Jersey Bakers Board of Trade and The New York Association of Manufacturing Retail Bakers are busy gearing up for The Atlantic Bakery Deli Dairy Expo on Sunday March 30th and Monday March 31st 2014 at the Atlantic City Convention Center in Atlantic City, New Jersey. Things are in full swing and it will be the largest Expo ever!

We have a wonderful array of hands on classes featuring instructors aimed to help you grow your business. Jorg Amsler and Adrienne Longhitano from the Sugar Art Institute, Ruth Rickey

CMSA, Kirk O'Donnell Vice President of Education at the AIB, Renee Rouwhorst from Ryke's Bakery, Beth Fahey from Creative Cakes, Chef Geoffrey CEPC, ACE, Kelly Delaney from Cakes for Occasions, and Anne and Jesse Heap from the Pink Cake Box will be there to help and show you how to create new products and expand your knowledge and business. These classes can be added to your registration. These classes fill up fast, so don't be shut out. Register early.

Matt d' Agostino from the Sugar Art Institute, Ruth Rickey CMSA, Dawn Foods, Pfeil & Holing, Geoff Blount CEPC, ACE, and more, will host demonstrations. We will also be holding FREE sessions on both Sunday and Monday.

Registration for the Cake Extravaganza has begun. Download the form, fill it out, return it and start planning your creations. We would love for all professional and student cake decorators to show us what you've got!

Our exhibitors are the finest in the industry! Some old friends and new friends will be showing you the newest and latest products that are setting the trend to help you keep current and ahead of the game.

What does Atlantic City have to offer? Fine dining, entertainment, World Class Spas, historic landmarks, the beach and boardwalk, shopping, night life, and oh yes, gambling. There is something for everyone.

Please visit www.abdde.com and register today! We look forward to seeing you there. For all the current news leading up to and during the show you can follow the Atlantic Bakery Deli Dairy Expo on facebook.

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SAVE THE DATE


ATLANTIC BAKERY DELI DAIRY EXPO

SUNDAY & MONDAY
MARCH 30 & 31 2014
ATLANTIC CITY CONVENTION CENTER

**EXHIBITORS: WE STILL HAVE
SOME PRIME SPACE AVAILABLE.
CONTACT HOWARD AT
866.229.7333 OR
HOWARD@ABDDE.COM**

**ATTENDEES: YOUR VENDORS
WILL HAVE ADMISSION TICKETS
FOR YOU SOON.**

The Atlantic Bakery Deli Dairy Expo will be held on, March 30-31, 2014, at the Atlantic City Convention Center, Atlantic City, New Jersey. For all the current information leading up to and during the show, visit us at Atlantic Bakery Deli Dairy Expo on Facebook and remember to "like" us on our facebook page.

The NJBBT, our mission is your success!

Help us help you. Come join in! Get involved so we can be the best we can be.

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