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RING IN THE HOLIDAYS WITH PILLSBURY® HOME-BAKED DESSERTS
*Pillsbury® Supreme Collection™ Cake Mixes and Pillsbury Quick Bread Mixes Make
Sweet Holiday Moments Even More Memorable*

ORRVILLE, OH (December 3, 2012) – There’s no official snowman day, no snow angel day, no pick out your tree day or catch snowflakes on your tongue day, but there is a way to celebrate all these days with **Pillsbury®** baking mixes and seasonal varieties. This winter, **Pillsbury Supreme Collection™** Cake Mixes and **Pillsbury** Quick Bread Mixes are a deliciously sweet way to celebrate more every day.

To view the multimedia content, click here: <http://www.multivu.com/players/English/56690-pillsbury-celebrate-more/>

“The winter season is marked by more than just the holidays on the calendar, and **Pillsbury** has delicious options for all of the moments worth celebrating,” said Maribeth Badertscher, Vice President, Corporate Communications, The J.M. Smucker Company. “Cakes, quick breads and cookies will delight one and all; there’s no better season to find new reasons to celebrate more.”

[Pillsbury Supreme Collection Cake Mixes](#)

Combining classic flavors and a traditional Bundt® pan, **Pillsbury Supreme Collection** Cake Mixes offer a quick and convenient way to fill your home with the wonderful scents of the holiday season. These premium cake mixes are available in three varieties, each with a delicious filling: Fudge Truffle with decadent fudge filling, Red Velvet with cream cheese filling, and Apple Spice with a sweet apple filling. Suggested retail price is \$2.99.

[Pillsbury Holiday Quick Bread Mixes](#)

Pillsbury Quick Bread Mixes are a perfect accompaniment to any holiday meal. Moist and delicious, these quick breads are also great for gifting. With a variety of seasonal flavors such as Pumpkin, Banana,

Cranberry, and Cinnamon Swirl, there will be plenty to savor and share this holiday season. Suggested retail price is \$2.59.

More **Pillsbury** holiday baking products, available for a limited time, include:

- [Traditional Holiday Sugar Cookie Mix](#), suggested retail price: \$2.29
- [Chocolate Peppermint Cookie Mix with Crushed Peppermint Candy](#), suggested retail price: \$2.29
- [Creamy Supreme® Peppermint Frosting Naturally & Artificially Flavored](#), suggested retail price \$1.59
- [Funfetti® Holiday Cake Mix](#), suggested retail price: \$1.59
- [Funfetti Holiday Vanilla Flavored Frosting](#), suggested retail price: \$1.99
- [Funfetti Holiday Cookie Mix](#), suggested retail price: \$2.29
- [Snickerdoodle Cookie Mix](#), suggested retail price: \$2.29

Look for all of these items where you buy groceries. For more seasonal baking inspiration, visit

<http://www.pillsburybaking.com/bakers-corner/baking-tips> or follow us on Facebook

(www.facebook.com/PillsburyBaking) and Pinterest (www.pinterest.com/pillsburybaking).

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About The J. M. Smucker Company

For more than 110 years, The J.M. Smucker Company has been committed to offering consumers quality products that bring families together to share memorable meals and moments. Today, Smucker is a leading marketer and manufacturer of fruit spreads, retail packaged coffee, peanut butter, shortening and oils, ice cream toppings, sweetened condensed milk, and health and natural foods beverages in North America. Its family of brands includes Smucker's®, Folgers®, Dunkin' Donuts®, Jif®, Crisco®, Pillsbury®, Eagle Brand®, R.W. Knudsen Family®, Hungry Jack®, Café Bustelo®, Café Pilon®, White Lily® and Martha White® in the United States, along with Robin Hood®, Five Roses®, Carnation®, Europe's Best® and Bick's® in Canada. The Company remains rooted in the Basic Beliefs of Quality, People, Ethics, Growth and Independence established by its founder and namesake more than a century ago. For more information about the Company, visit www.smuckers.com.

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