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BLOW OUT THE CANDLES AND CELEBRATE 25 YEARS OF VIBRANT PILLSBURY® FUNFETTI® MOMENTS!
Pillsbury Funfetti Commemorates 25th Birthday with Four New Bold and Colorful Frostings

ORRVILLE, OH (May 21, 2013) – [Pillsbury](#)® **Funfetti**® is celebrating 25 years of baking fun, and everyone is invited! From theme cakes to cake pops and everything in between, dessert lovers have marked a quarter-century of celebrations with their favorite **Pillsbury Funfetti** baking mixes and frostings. Now **Pillsbury Funfetti** wants to help you celebrate more every day with four [frostings](#) in new bold, vibrant colors with fun-shaped candy bits.

Pillsbury was the first to include fun, colored bits in baking mixes and frostings, and now the brand innovates once again with four new **Funfetti** offerings:

- [Hot Pink](#) Vanilla Flavored Frosting with Colored Sugar Crystals (\$1.99)
- [Aqua Blue](#) Vanilla Flavored Frosting with Colorful Fish Shaped Candy Bits (\$1.99)
- [Bold Purple](#) Vanilla Flavored Frosting with Colorful Candy Bits (\$1.99)
- [Vibrant Green](#) Vanilla Flavored Frosting with Colorful Candy Bits (\$1.99)

Add vibrant fun to your next party using these new frostings, or bake up a batch of delicious [Celebration Cupcakes](#), [Aqua Blue Seaside Cupcakes](#), [Butterfly Cupcakes](#) or [Funfetti Confetti Ice Cream Cake](#)!



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“Created in 1988, **Pillsbury Funfetti** has been helping families celebrate more every day for 25 years – with fun-filled cake, cookie and brownie mixes, baking kits, frosting and more,” said Maribeth Burns, Vice President, Corporate Communications, The J.M. Smucker Company. “The introduction of four new bold **Funfetti** frostings are sure to create new memories for years to come.”

Fun Facts about *Funfetti* Products & Birthdays:

- **Pillsbury Funfetti** products first hit grocery store shelves in 1988.
- There are over **15** varieties of **Pillsbury Funfetti** products to choose from to find the perfect treat for your next celebration.
- **Funfetti Cupcakes**, fresh from the ...microwave! **Funfetti** cupcake mix, available in Vanilla and Chocolate, was introduced in 1991. The cupcakes baked in specially made cupcake trays for the microwave.
- The original **Funfetti** sprinkles were available in four colors: **red, blue, green and yellow**.
- Start your morning off with a celebration! **Hungry Jack**® and **Funfetti** brands paired up to make breakfast a little more fun in **2011**.
- If you’re planning a celebration with 100 of your closest friends, you’ll need to reserve 20 pounds of **Funfetti** cake mix so every guest gets a slice of the fun.

Look for these new items and other **Pillsbury** products where you buy groceries. For more baking inspiration, visit Pillsburybaking.com or follow us on Facebook (Facebook.com/PillsburyBaking) and Pinterest (Pinterest.com/PillsburyBaking).

About The J. M. Smucker Company

For more than 115 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® 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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