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**FALL IN LOVE THIS SEASON WITH NEW PILLSBURY® HOME-BAKED DESSERTS**

*New Pillsbury® Funfetti® Halloween Brownie Pop Kit and Pillsbury® Supreme Collection™ Cake Mixes  
Make Autumn's Everyday Moments More Memorable*

**ORRVILLE, OH (October 5, 2012)** – There's no official welcome to autumn day. No national bike through the leaves day or pick out your favorite pumpkin day. But there is a way to celebrate all these days with new Pillsbury® seasonal varieties and baking kits. Our new Pillsbury Funfetti® Halloween Brownie Pop Kit and Pillsbury Supreme Collection™ Cake Mixes are a sweet way to celebrate more every day.

"The return of fall colors and flavors is always something we look forward to, and this year is no exception," said Maribeth Badertscher, Vice President, Corporate Communications, The J.M. Smucker Company. "This year we're excited to bring back some fall favorites along with some fun new options to help families and friends celebrate more memorable moments this season."

**[New Pillsbury Funfetti Halloween Brownie Pop Kit](#)**

From cookbooks to bakeries to home kitchens, brownie pops are popping up everywhere! Our new Funfetti Halloween Brownie Pop Kit is sure to make your next Halloween party full of spooky and sweet fun. The kit includes brownie mix, cocoa confectionary wafers, candy bits & pop sticks. Suggested retail price is \$3.49.

**[New 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 fall. These premium cake mixes are available in three varieties, each with a delicious filling: Red Velvet with cream cheese filling, Fudge Truffle with rich fudge filling and Apple Spice with a sweet apple filling. Suggested retail price is \$2.99.

-more-

More **Pillsbury** fall items, available for a limited time, include:

- [Funfetti Halloween Cake Mix](#) and [Funfetti Halloween Vanilla Flavored Frosting](#), suggested retail prices: \$1.59 and \$1.99.
- [Funfetti Halloween Cookie Mix](#) and [Funfetti Halloween Whoopie Pie Kit](#), suggested retail prices: \$2.29 and \$3.49.
- [Perfectly Pumpkin Premium Cookie Mix](#) and [Seasonal Cream Cheese Frosting](#), suggested retail prices: \$2.29 and \$1.99.
- [Pumpkin Caramel Delight Dessert Kit](#), suggested retail price: \$4.49.
- [Pumpkin, Banana, Cranberry and Cinnamon Swirl Seasonal Quick Bread Mixes](#), suggested retail price: \$2.59.

Look for all of these items where you buy groceries. For more baking inspiration, visit [Pillsburybaking.com](http://Pillsburybaking.com) or follow us on Facebook ([www.facebook.com/PillsburyBaking](http://www.facebook.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](http://www.smuckers.com).

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