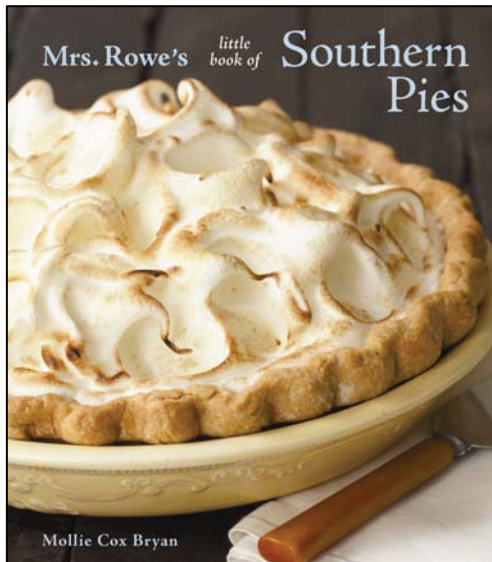


Publicity Contact: Kristin Casemore, kristin.casemore@tenspeed.com, 510-559-1600 x3088



RELEASE DATE: JULY 2009

Mrs. Rowe's Little Book of Southern Pies

Mollie Cox Bryan
& Mrs. Rowe's Restaurant and Bakery



*"Eat dessert first, so you'll be sure
to have room for it."*—Mrs. Rowe

Pie. Some are born to make it; it's in the flick of the wrist, the intuitive touch in the tips of the fingers, and exacting instincts about how it should taste, look, smell, and feel in the mouth. Mildred Rowe was one of those people, blessed with sensitive, practiced hands and an extraordinary palate. She gladly filled the role of "Pie Lady," a nickname her customers gave her, until her death in 2003 at the age of 89

Pie is center stage when diners walk into Mrs. Rowe's Restaurant and Bakery in the heart of Virginia's Shenandoah Valley, one of the most successful family-owned eateries in the country. The homemade pies Mrs. Rowe made famous remain the most popular desserts at her restaurant, as well as at the new country buffet. Between their two locations, they slice and serve an astounding 35,000 pies a year.

At Mrs. Rowe's, the pies offer a cascade of color, from the deep brown of chocolate to the light tan of peanut butter, and from the golden hues of custards and lemon pies to the red, purple, and yellow shades of fruit-filled pies with juices spilling out the side. *Mrs. Rowe's Little Book of Southern Pies* is the much anticipated sweet collection of more than 65 of her most beloved recipes.

Spicy Pumpkin Pie (page 48), so deep orange that it's almost brown, gives off a heavenly scent as it bakes. The Original Coconut Cream Pie (page 64) is Mrs. Rowe's single most popular dessert. The creamy, chocolate-popsicle taste of Willard's Chocolate Pie (page 80) with the Gingersnap Crust (page 22) is the perfect combination of smooth and spicy. Frozen Strawberry Daiquiri Pie (page 89) is naturally a lovely shade of pink and a little piece of strawberry heaven. Lemon Chess Pie (page 110) is divinely elegant while the Brown Sugar Pie from the Attic (page 103) is sweet and sticky. There are simply too many delicious variations to choose from.

Pie remains one of the South's most time-honored and well-loved desserts. After all, crafting a pie is basically about love—Mrs. Rowe knew that. As long as we make her recipes, Mrs. Rowe lives in our hearts, minds, and satisfied bellies. Hallelujah, and please pass another slice.



About the Author

MOLLIE COX BRYAN is an award-winning writer, essayist, and columnist. She is a frequent contributor to *GRIT* magazine and has penned essays and articles for NPR's "Kitchen Window," *Taste of the South* magazine, the *Chicago Sun-Times*, and parenting magazines across the country. The author of *Mrs. Rowe's Restaurant Cookbook*, she is also a family life columnist for the *Daily News Leader* in Staunton, Virginia. She lives with her husband and two daughters in Waynesboro, Virginia.

Mrs. Rowe's Little Book of Southern Pies
by Mollie Cox Bryan & Mrs. Rowe's Restaurant and Bakery
\$16.95 hardcover • 128 pages • 20+ full-color photographs, 65+ recipes • 7 x 8 inches
ISBN: 978-1-58008-980-7 • Publication Date: July 2009