Conversations on social media provide insight into consumer associations and emotions related to pies.

**MOST TALKED ABOUT PIES**

Sorry apple pie, but you are a distant third to your Southern cousin the pecan pie. In terms of volume on social media channels, pecan pie is mentioned 40% of the time.

**PIE ELICITS FEELINGS OF JOY**

While joy shows up the most, disgust and sadness are from people expressing a desire or wish that they had a different kind of pie or MORE pie!

**PEOPLE ASSOCIATE PIE WITH HOLIDAYS, FAMILY AND LOVE**

Driven by memories of pies shared with families and loved ones, this word cloud reflects that positivity, while being tilted toward the Thanksgiving holiday, which is at the center of these associations.

**MAKING BAKED GOODS THAT CONSUMERS LOVE**

Explore Cargill’s portfolio of bakery shortenings and find out how we can work together to make pies, cakes, donuts or any of the sweet baked goods in your product mix. [www.cargill.com](http://www.cargill.com)