



1st Place National Pie Champion
2007, 2008, 2009, 2010 & 2011



Food Network Amazing Pie
Challenge Best in Show Winner



The Crisco Innovation 100 Year
Anniversary Best of Show



Greetings Pie Enthusiast!

We're very excited to announce the launch of 16 time National Pie Winner; Linda Hundt's debut cookbook, "Sweetie-licious Pies," to be released this fall and published by SKIRT/Globe Pequot. Your audience will fall in love with female entrepreneur Linda Hundt, her award-winning pies and her awe inspiring story of her journey from start-up to business savvy star, her business, mission, customer service, and love along the way.

They'll learn from Linda how she achieved her life-long dream of owning her own pie shop – the nationally recognized, award-winning Sweetie-licious Bakery Café – without a lick of business background or money! How she marketed her business through baking contests, baking classes, and every public relations opportunity available and created such devoted customers that they not only remain loyal, but also spread the word about her product across the country.

Linda Hundt is a sought after speaker who brings her inspirational message of faith, entrepreneurship, and business success to audiences across the country. She will make your next meeting or event one that folks will talk about, cheer, and share. Linda is also available for pie baking demonstrations - either as stand-alone or breakout sessions in conjunction with keynote speaking.

We hope you find Linda's Media Kit helpful in your decision to hire her as a speaker for your next event, be it local, regional or national. Contact our bakery at the number below to continue the conversation!

"What an experience for the small retail business! Linda Hundt presents a positive and dynamic case history, with clear direction for audiences to take back, and apply, to their own operation. Entertaining and enthusiastic...no wonder Linda has been seen nationwide. Her success is worth the notoriety"
William McDonald, National Retail Federation - Coordinator, Marketing & Brand Mgmt.

Eat Pie, Love Life!

517.669.9300
booklinda@sweetie-licious.com

Sweetie-licious
Bakery Café



108 North Bridge Street • DeWitt, MI 48820 • (517) 669-9300 • www.sweetie-licious.com



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We absolutely love making your Sweetie-licious memories come true!

Linda Hundt and Sweetie-licious Bakery Cafe have won numerous baking, restaurant, and business awards including; The 2011 Crisco 100th Anniversary Innovation award - \$2,000 Best in Show, The Food Network's "Amazing Pie Challenge", \$5000 Best of Show at the Crisco National Pie Championships as well as two first places in 2011, four first places in 2010 and 2009, three first places in 2008, and one first place in 2007. She also won the prestigious Athena Powerlink award given to one area Lansing businesswoman in 2009.

Linda has been featured in numerous national, state, and local television segments, magazine, and newspapers.

Linda McComb Hundt grew up in Lansing, Michigan with a huge sweet tooth, loving her Easybake Oven, and dreaming of owning her own pie shop someday!

In 2002, after struggling with depression for many years, Linda quit her job to pursue her life-long dream of starting her pie shop business.

As a home-based business, she sold her fare at farm markets and high-end restaurants. In 2005, the business grew into a retail café bakery in DeWitt Michigan. The entire business is based on love and nostalgia through the business' mission, comfort food, vintage ambiance, and merchandise.

A great slice of pie takes you back to simpler time in life, to your moms house or your grandma's kitchen. Enjoy the journey with us with one of Linda's powerful talks.

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Bring the power of perseverance, love, people, & pie to your next event!

Business Success the Sweetie-licious Way

For business audiences – entrepreneurship / customer service

In an engaging 60-minute presentation, Linda Hundt tells the story of her journey from start-up to star, with tips about business, mission, customer service, and love along the way.

You'll hear:

- How Linda achieved her life-long dream of owning her own pie shop – the nationally recognized, award-winning Sweetie-licious Bakery Café – without a lick of business background or money!
- How she marketed her business through baking contests, baking classes, and every public relations opportunity available.
- How she created such devoted customers that they not only remain loyal, but also spread the word about her product across the country.
- How to turn every single customer into a business's best friend!
- How hard work and perseverance helped Linda win the Food Network's "Pie Challenge" and twelve Crisco National Pie Awards.
- Why folks travel hundreds of miles to experience her shop, its food, and the love spilling out of every piece of pie!

Linda's Sweetie-licious Journey... From the Depths to Success

For general and faith-based audiences – love / food / family

A 60-minute open, emotional, and inspirational narrative of Linda Hundt's personal story which began with a childhood dream and culminated with an award-winning business - with many doubts, setbacks, and failures along the way. Your audience will be inspired by:

- Adversity conquered by faith and love... Linda's story of bankruptcy, depression, God, and her little pie shop that she believes is changing the world – one pie at a time!
- Linda's recollections of family, food and traditions and how her whole life started with her Easy Bake oven!
- Dreams that come true... How each of Linda's dreams – from owning the cutest little pie shop in the world to winning the Food Network Pie Challenge, being recognized by numerous Crisco National Pie Championships, business awards, to writing her own cookbook – came true!
- Struggles in the face of success... Linda speaks of her constant struggle with depression and how it actually helped create who she is today.
- Most of all... Get ready to get teary-eyed when you hear Linda's miraculous story of daily epiphanies, God's gifts, and making your life full of purpose and love! You will understand why she eats pie and loves life everyday!

Sweetie-licious Pie Baking Demonstrations

For general audiences

Make your convention or meeting fun and tasty with a one-of-kind demonstration of the lost art of pie baking from the Crisco National Pie Champion, Linda Hundt. Watch and learn with Linda – the happy and energetic owner of the nationally famous, Sweetie-licious Bakery Café in DeWitt, Michigan.

Linda will demonstrate how simple pie baking can be and more importantly, how fun it can be. Your personalized baking demo includes hands-on instruction, clever conversation, Sweetie-licious award-winning samples, and special Sweetie-licious baking secrets – all wrapped up as a delightful and informative event!

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