

Pie is suddenly hot

By Jackie Burrell
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Susan Sarich's SusieCakes, which has branches in San Francisco, Greenbrae and Los



Blueberry pie (Mark DuFrene/Staff)

Angeles (and will expand into the South and East bays within the year), has always done a brisk business in cupcakes. But the popularity of pie took even Sarich by surprise.

"I'm from Chicago, so it's completely normal for me to want pies on a continual basis," Sarich says. "I initially thought the West Coast wasn't so into pies. But the Sweetie Pies -- they're a gourmet Pop-Tart but with real fruit filling and no corn syrup -- have been my single fastest selling item."

And cupcakes, she says, are partly to thank.

"I think what cupcakes did was they opened up the whole market," she says. "Now it's ingrained in our culture that a bakery is the place to go to get desserts. They've opened the gateway for other desserts."