

## Meijer Expects to Sell One Million Paczkis Ahead of Fat Tuesday

**Deemed a Midwestern favorite; demand for the Polish pastry continues to grow**

**GRAND RAPIDS, Mich.** – Meijer revealed today that it expects to move one million paczkis ahead of the Mardi Gras holiday, otherwise known as Fat Tuesday. A paczki (pronounced “*pownch-key*”), is a traditional Polish donut that is filled with a sweet filling and covered in powder sugar, icing or glaze. They resemble an American version of a jelly donut.

“The popularity of celebrating Fat Tuesday by having a paczki is a time-honored tradition for many Midwesterners that only continues to grow,” said Don Sanderson, Group Vice President for Fresh for Meijer. “For those customers who celebrate Mardi Gras, or Fat Tuesday, they tell us that they can’t mark the holiday unless they eat a paczki. We are happy that our paczkis satisfy so many.”

According to Polish tradition, a paczki is eaten on the prior Thursday and Tuesday ahead of Ash Wednesday, marking the beginning of the 40-day fasting Lenten season leading up to Easter Sunday. Historically, Poles made paczki to use up lard, sugar, eggs and fruit, because consumption of these items was forbidden by fasting practices during Lent. This year Easter falls on Sunday, April 21.

In North America, particularly the large Polish communities of Chicago, Detroit, and other large cities across the Midwest and Northeast, Paczki Day is celebrated annually by immigrants and locals alike.

Meijer carries nine different flavors of paczki, including cheese, Bavarian Cream, raspberry, cherry, lemon, blueberry, apple, prune and strawberry. Paczki are available in all Meijer stores.

**About Meijer:** Meijer is a Grand Rapids, Mich.-based retailer that operates 241 supercenters throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit [www.meijer.com](http://www.meijer.com). Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at [www.facebook.com/meijer](https://www.facebook.com/meijer).

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For further information: Jennifer Rook, [Jennifer.Rook@meijer.com](mailto:Jennifer.Rook@meijer.com), 616.791.2794

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