

Meijer Selling Whole Pies for \$3.14 in Honor of National Pi Day

3:14 holiday continues to grow in popularity; Meijer expects to move more than 10k

GRAND RAPIDS, Mich. – Whether you choose to spend National Pi Day celebrating Albert Einstein’s birthday or reveling in the discovery of a fundamentally groundbreaking equation in mathematics, there’s no denying that it is a day that many enjoy Pi by eating, well... *pie*. To mark the occasion, for one week, Meijer is selling all its six-inch pies for \$3.14 each in all stores across its six-state footprint.

“We are delighted to help our customers celebrate National Pi Day with a special price promotion,” said Don Sanderson, Group Vice President for Fresh for Meijer. “Customers love our fresh baked pie selection and get a kick out of play on price in honor of the holiday.”

In 2009, the U.S. House of Representatives designated March 14 as National PI Day. Pi Day is an annual celebration of the mathematical constant π ([pi](#)). Many revelers mark the day by eating pie, as a play off the pun. Meijer bakes seven different varieties of its own brand pies. The retailer makes a special six-inch size of its most popular flavors, including cherry, apple and blueberry. The special price promotion only applies to its six-inch pies.

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. 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.

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