



Press Contact:
Michelle Labovitz, Director of Public Relations
mlabovitz@mudpie.com
678-937-9696 ext. 199

FOR IMMEDIATE RELEASE

Mud Pie Debuts New Category of Shelf-Stable Gourmet Gift Sets, Dubbed 'In Good Taste' *Collection of 34 ready-to-gift gourmet gift sets will launch with the brand's Fall/Holiday 2025 collections*

ATLANTA – May 5, 2025 – Mud Pie, leading gift, home décor, and lifestyle brand, is pleased to announce the launch of the brand's foray into specialty food gift sets with a new collection, branded 'In Good Taste'. The collection features custom Mud Pie products paired and packaged with a variety of high-quality foods from trusted gourmet brands, including Stonewall Kitchen, Oh, Sugar!, Noble Mick's, Too Good Gourmet, Old School Brand and more.

Mud Pie's design team identified the brand's best-selling collections and piece types, and created new, bespoke products and packaging that are exclusively available in the 'In Good Taste' collection. These products merchandise perfectly with their respective collections, including the brand's best-selling Circa collection. Along with serveware and gifts for the home, the collection also features seasonal treat bag sets that are great for kids and adults alike. Mud Pie partnered with some of the industry's most established specialty food companies to introduce the captivating line of shelf-stable gourmet food gift sets to the market. The partnership leverages the companies' respective strengths, Mud Pie's in gifts and serveware, and the specialty food brands' in gourmet foods.

Marcia Miller, Mud Pie's founder and chief executive officer, notes, "We are thrilled to expand our product offering with this fabulous collection of gourmet gift sets. We recognized an opportunity in the market for ready-to-gift specialty food gift sets, and our design team created a really strong assortment that will be enticing at retail. Our goal is to make gifting easy for consumers, and we feel that this collection really speaks to that."

The 'In Good Taste' assortment features an array of products, flavors and cuisines across the 34 pieces introduced this season. In addition to the below co-branded gift sets, Mud Pie also launched several private label sets.

Stonewall Kitchen:

- Snack Bowl Gift Sets: Textured ceramic snack bowl comes with engraved wood scoop and Stonewall Kitchen jar of snack mix or bag of pretzels. (2 styles)

- Charcuterie Gift Set: Wooden paddle board with feet features engraved charcuterie “map” and cut-out well to hold included Stonewall Kitchen Raspberry Peach Champagne Jam. Comes with pack of Stonewall Kitchen Sea Salt Crackers.
- Salsa Bowl Gift Set: Fluted ceramic dip bowl comes with wooden spoon with ceramic tomato handle and jar of Stonewall Kitchen Mango Lime Salsa.
- Syrup Pitcher Gift Set: Fluted ceramic syrup pitcher comes with Stonewall Kitchen Maple Syrup.

Oh, Sugar!:

- Candy Bowl Gift Sets: Fused glass candy bowl comes with engraved wood scoop and jar of Oh, Sugar! Gummy Candies. (2 styles)

Noble Mick’s:

- Cocktail Mix & Cups Sets: Six frosted flex cups come stacked with two packs of Noble Mick’s Margarita, Espresso Martini or Strawberry Daiquiri mix and set of three acrylic stirrers. (3 styles)

Too Good Gourmet:

- Cookie Plate Gift Sets: Hand-painted embossed glass cookie plate. Comes with wrapped box of Too Good Gourmet Chocolate Chip or Cranberry Shortbread Cookies. (2 styles)

Old School Brand:

- Santa Measuring Cup & Cookie Mix Gift Set: Speckle stoneware measuring cup comes with engraved wooden spoon, metal cookie cutter and bag of Old School Brand Sugar Cookie Mix.
- Pancake Skillet Gift Set: Stoneware skillet comes with metal whisk and ceramic figural butter stick handle and bag of Old School Brand Butter Milk Pancake Mix.

Gourmet du Village:

- Guacamole Gift Set: Ceramic guacamole bowl. Comes with wooden spoon with hand-painted avocado ceramic handle and Gourmet du Village guacamole seasoning mix.

Pepper Creek Farms:

- Pumpkin Pie Gift Set: Speckle stoneware pie plate with dimensional pumpkin attachments. Comes with wooden server and jar of Pepper Creek Farms Pumpkin Pie Spice.

‘In Good Taste’ provides ample opportunity for Mud Pie to cater to retailers who are looking for seasonal and everyday shelf-stable gourmet food gift sets. With Mud Pie’s broad product assortment across its three divisions, it allows the company to explore a variety of partnerships in subsequent seasons. Mud Pie’s ‘In Good Taste’ collection is now available on wholesale.mudpie.com or directly with a OneCoast or CMA territory manager.

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About Mud Pie

Mud Pie is a home décor and lifestyle brand founded in 1988 with 10 home items, and has since expanded to design, manufacture and distribute thousands of new products each season across three divisions: Home, Kids and Women. Mud Pie is a female-founded and operated company headquartered in Atlanta, GA, selling to more than 12,000 specialty retailers nationwide and directly to consumers at www.mudpie.com.