

0:00  
camera topaz I just thought we're over  
0:02  
here no we're over here  
0:04  
is this Zachary Zachary are you are you  
0:07  
are you working through that pie lucky  
0:08  
better hurry up I know I better hurry up  
0:10  
Zachary bonder is here everyone from  
0:12  
Noble pies and we're so excited to have  
0:14  
Noble pies back and your story is so  
0:16  
marvelous so tell everybody what  
0:18  
happened back in 2008. so in 2008 we  
0:21  
were in the horse Rehabilitation  
0:23  
business right and when the economy  
0:25  
crashed we lost our horse business so we  
0:27  
had to act fast and so your mom had  
0:30  
always been known how to make grape pie  
0:32  
yep so my mother went back to her roots  
0:34  
and she decided to take me my little  
0:36  
brother and my sister to the local  
0:38  
Orchard and we picked fruit until the  
0:40  
sunset and that night we baked pies  
0:43  
through the night and my brother my  
0:45  
mother sent me my grandma and my grandpa

0:47  
out to the side of the road with a  
0:48  
little picnic table and we hand painted  
0:51  
a sign that said turn back for pie to  
0:52  
slow down I think we have a Graphic of  
0:54  
that or a still photo of that that's me  
0:56  
yep so how old were you in this picture  
0:58  
about 14 years old about 14 years old  
1:01  
and that day how many pies did you have  
1:02  
for sale we baked about 30 pies and they  
1:06  
sold out how quickly in less than two  
1:08  
hours in less than two hours turn back  
1:10  
for pie they sold it on the side of the  
1:12  
road so then the next day you you took  
1:14  
more pies up to this up to the side of  
1:16  
the road we did it again every weekend  
1:17  
and it saved our farm it saved our  
1:19  
horses eventually you made enough money  
1:21  
to buy everything back yeah it was  
1:22  
actually it was so busy on the side of  
1:24  
the road we actually got kicked off the  
1:26  
side of the road for slowing down  
1:27  
traffic oh my word don't worry about

1:30  
that so these pies are amazing there are  
1:32  
two flavors to choose from and if you  
1:34  
can't choose between the two flavors we  
1:35  
have a combo which is great these pies  
1:38  
are marbles when I was a little boy and  
1:39  
mom would say what kind of birthday cake  
1:40  
would you like I'd say could I have pie  
1:42  
and so we put birthday candles in pie so  
1:45  
this is the apple of my eye yes this is  
1:48  
the first time we're bringing our apple  
1:49  
of my eye crumb pie to QVC for sure  
1:52  
crumb topping right and then a pastry  
1:56  
top this was one of your most famous  
1:58  
pies it's called marry me cherry yes  
2:00  
will you marry me cherry will you marry  
2:02  
me cherry I bet your pardon and then if  
2:05  
you can't decide between you get two of  
2:06  
each uh two of those flavors if that's  
2:08  
what you choose two apple or two cherry  
2:10  
or you can do a combo where you get one  
2:12  
in one now we're shipping these  
2:16  
November the 6th and December the 4th

2:18  
there is no auto delivery on these now  
2:20  
when these arrive home they're not baked  
2:22  
we need to bake them and can we do that  
2:23  
from Frozen absolutely yep and how long  
2:26  
will that take uh it's gonna go in your  
2:27  
oven at 300 degrees for about 70 to 80  
2:30  
minutes and it's going to come out of  
2:32  
your oven fresh baked just like this  
2:34  
ready to be in for the holidays Each pie  
2:37  
is six to eight servings so if you get  
2:40  
to that's a lot of pie to go around and  
2:42  
Each pie lasts up to six months in the  
2:45  
freezer this is how they're shipped to  
2:46  
you and they're shipped rock hard Frozen  
2:48  
now these will last last year you said  
2:51  
six months in the freezer six months six  
2:52  
months in the freezer they're not gonna  
2:53  
last six days once you get these in your  
2:55  
house because you're gonna pop in that  
2:56  
oven and the fact that you can bake from  
2:58  
Frozen means you don't have to plan  
2:59  
ahead exactly which is fantastic now all

3:02  
this is lovely your story is charming  
3:04  
but let's have some pie let's do it all  
3:06  
right so let's come in here and this is  
3:08  
your crumb pie first time ever you bring  
3:10  
this in for Christmas in July Christmas  
3:12  
in July or counting on Christmas yep so  
3:14  
our apple pies  
3:16  
so good and people travel hours to our  
3:19  
Bakery just to try it  
3:21  
not pretty at all all right we can trade  
3:24  
if you want it's fine but you know what  
3:27  
there you go yeah so our apple pie is  
3:30  
made with three different varieties of  
3:32  
apples from the Hudson Valley and that's  
3:34  
where our Bakery is located and we are  
3:36  
known for our apples so you're gonna  
3:38  
have Gala Golden Delicious and honey  
3:41  
crisp apples in your pie how's that  
3:43  
taste David  
3:44  
first of all the crumb is lovely the  
3:46  
apples have some texture to them they're  
3:48  
not mushy you want to know why it's

3:50  
because we hand peel every single  
3:52  
solitary apple right before it goes into  
3:55  
the pie so it's crispy not not mushy  
3:57  
it's not going to taste like it's from a  
3:59  
can because it's not and also we're  
4:01  
using fresh fruit which means we're not  
4:03  
over sugaring our pie either and for  
4:06  
those it's not super sweet no not at all  
4:08  
sweet enough but not super sweet and for  
4:10  
those who are sensitive to spices we  
4:12  
don't overspice our apple pie either  
4:13  
it's just a tiny bit of cinnamon and a  
4:16  
tiny bit of nutmeg all right let me give  
4:18  
you uh just a little let me have a  
4:20  
little sample of the Cherry let me join  
4:21  
you cool this is the will you marry me  
4:24  
cherry oh yeah so this is just marry me  
4:27  
cherries the Williams you marry me  
4:28  
cherry and this pie is so special  
4:30  
because we use dark sweet cherries and  
4:33  
sour cherries so it's the perfect combo  
4:35  
of tartan sweet I'm gonna join you

4:38

um

4:40

the cherries have texture The Filling is

4:43

sweet but not overly sticky sweet and I

4:46

love a pastry top pie oh boy is that

4:48

good and you want to know what's so

4:50

amazing about our pastry please

4:52

it's all butter we're not using any

4:54

vegetable shortening none of that bad

4:56

stuff I'm happy dancing to the butter

4:59

all right quality butter let me update

5:01

you now

5:02

now this price will go away at the end

5:04

of the show because it's one time only

5:05

value so at 3 59 PM eastern time this

5:08

value is done

5:09

if you want November the 4th or November

5:12

6th rather in the uh in the all Apple

5:14

270 if you want will you marry me cherry

5:16

on November 6th

5:18

270 if you want the combo for November

5:20

6. 700 and that is very popular right

5:23

now if you want 12-4 in just Apple

5:27  
500 just cherry  
5:29  
500 and the and the combo  
5:32  
1300 Big Bite Steve are you ready for  
5:34  
pie  
5:35  
am all right now Steve I want you to  
5:38  
meet Zachary all right I'm coming on in  
5:40  
here dodging yes hi Zachary nice to meet  
5:42  
you Zachary bonder is a member of the  
5:44  
family and let's get you a fresh Fork  
5:46  
you betcha here's that and here's the  
5:48  
apple pie oh the little ice cream I  
5:51  
prefer a la mode do you um I like a la  
5:54  
mode but I want you to taste just no  
5:56  
just the pie we're just we're not ice  
5:57  
cream tasting here oh my goodness you  
5:59  
know the ice cream is gonna be good  
6:00  
there's crumb on top and it's a nice  
6:03  
thin layer here we go oh here we go oh  
6:06  
balancing the pie here we go oh yeah  
6:09  
right Steve  
6:12  
um  
6:13  
and the apples have texture that perfect

6:17  
tart yep  
6:19  
that perfect sweetness but not too sweet  
6:22  
not too sweet right little Tang little  
6:24  
Tang yep but that crust that crumble on  
6:27  
top wow that is special all right I'm  
6:31  
gonna give you the whole half a cherry  
6:32  
pie  
6:34  
because we don't have one on a plate  
6:36  
okay great oh no really you weren't  
6:37  
kidding oh you can have the whole thing  
6:39  
okay we'll we'll try to I mean this is  
6:41  
not the first time I've eaten pie out of  
6:43  
a pan right no absolutely you and I  
6:45  
sometimes do I would buy a whole pie and  
6:47  
eat the middle elk eat from the middle  
6:48  
out yeah I used to do the same thing  
6:51  
fantastic this might be my favorite day  
6:54  
will you marry me cherry what do you  
6:57  
think  
6:59  
I do  
7:01  
how about that this is fantastic and  
7:05  
again what I love is the balance it's

7:08  
plenty sweet but not too sweet yeah the  
7:10  
the tartness and the cherries really  
7:11  
seeing here and sometimes a cherry pie  
7:13  
can be a little too sweet but this is  
7:15  
nice and tart and tangy just what you  
7:18  
want from a cherry pie this is fantastic  
7:20  
so over 1300 of these pies have been  
7:24  
ordered now if you want these November  
7:25  
or 11 uh you know November 6th in the  
7:28  
all Apple 200 and the all cherry 230 and  
7:32  
in the combo  
7:33  
450 in that November ship in December  
7:35  
the 4th all Apple  
7:37  
450 all cherry 450 and in the combo  
7:41  
fewer than 1200 you remember 2008 was  
7:44  
the time that our economy took a  
7:46  
nosedive and so did your family's  
7:48  
business you lost the business and the  
7:50  
farm didn't you yeah we we worked our  
7:53  
butts off to make these pies and it's  
7:54  
it's truly amazing that we couldn't  
7:56  
bring him here to QVC today because we

7:58

make them the exact same way my

8:00

great-grandmother so how has the QVC

8:02

component of your business changed life

8:03

for you and your family I'm definitely

8:05

working a lot more hours obviously have

8:08

you had to hire more people yeah we had

8:10

to hire more people and also people have

8:12

been traveling to our Bakery to meet us

8:14

in person which has been incredible who

8:15

have seen us on QVC see there beautiful

8:18

story yeah it's really I don't know but

8:21

he's tall folks I don't know if he's

8:23

available but if he is then there you go

8:26

um hey we're very very excited about

8:28

these pies not only because you're

8:30

helping small business in America just

8:31

by buying them but you're also buying

8:34

great pie now down south I can turn pie

8:36

into about a seven syllable word

8:40

and this is marvelous and it's Pi you

8:43

bake yeah so you receive it frozen I'll

8:46

show you this is how they look oh please

8:49

all right enjoy good to meet you that so

8:50

This Is How They Come shipped to you and

8:52

then from Frozen we're going to pop

8:54

these into the oven you said a 300 oven

8:56

for 70 to 80 minutes that's it from Rock

8:58

Hard Frozen when I put these on a sheet

9:00

pan but I'm guessing absolutely because

9:02

they might get a little um gooey yep and

9:03

you after it's baked you can even freeze

9:06

little slices of it if you're home by

9:07

yourself or you think it's going to last

9:09

a while or you want to say portion

9:10

control because you know me

9:14

no joke I would buy pie and eat the

9:16

middle out and then I'd eat the next

9:18

ring and then the crust would be all I

9:21

have to tell you a story David please

9:22

when I was a kid growing up my mother

9:24

always made me apple pie and I would

9:26

sleep walk to my kitchen and when I woke

9:29

up the middle of the pie was always gone

9:32

and in my hands

9:34

and you were sleeping I was sleeping is

9:37

that your story and you're sticking with

9:38

it yep and it still happens

9:41

we're gonna invite everyone to stay on

9:43

the line this has been incredibly

9:44

popular and 1800 pies are gone November

9:48

is now half gone and what we brought in

9:50

December will be soon to follow remember

9:52

what you're doing is you're supporting

9:54

small business in America and you're

9:56

really bringing home great pie this is a

9:57

one-time only value price only good at

9:59

this price until 359 which is the end of

10:02

the hour or into the show ladder so

10:04

important for everyone to grab theirs

10:06

while they can Zachary please give your

10:07

family our best thank you so much

10:10

appreciate it all right big bite is

10:12

standing by because