

SENATE RESOLUTION NO. 155

BY SENATOR MURRAY

A RESOLUTION

To commend Hubig's Pies for over ninety years of the production of sweet fried pies and pastries that have delighted the palates of five generations of New Orleans consumers and for its commitment to continue its bakery operations within the historic Faubourg-Marigny district of the city.

WHEREAS, Hubig's Pies have been a touchstone in the Faubourg-Marigny landscape since its founding in May 1921, on Dauphine Street, when Simon "The Pieman" Hubig expanded his bakery business to New Orleans; and

WHEREAS, Simon Hubig was a visionary and an industrial genius; he patented bakery mechanisms and die cutters that produced six hundred pies an hour in the 1920s and also obtained patents for other innovations that included paper packaging sleeves and shipping crates that are still in use today; each pie is embossed with the caricature of the smiling "Savory Simon" logo that catches the customer's attention; and

WHEREAS, Hubig's Pies remains a local institution, a staple in all manner of retail stores throughout the New Orleans region, and its pies are highly portable, handheld sweet treats that are as much a culinary tradition as beignets, muffulettas, and shrimp po-boys; it is a unique find in the gastronomical cornucopia that is New Orleans cuisine; and

WHEREAS, with all its many successes, Hubig's Pies has been stymied by flood with Hurricane Katrina in August 2005, and by fire in July 2012, but the company has endured, as neither catastrophe has extinguished the pride it has in its product or the will of its owners to persevere and rebuild; and

WHEREAS, after Hurricane Katrina, the company's employees came back as soon as possible; they brought their family members to assist in getting the plant up and running again; and often without a steady payroll, the bakery came back online again and at peak capacity in 2011, production was 28,000 pies per day; and

WHEREAS, after the fire in 2012, that totally gutted the original plant site, the company rented oven space from a local bakery and, undaunted by the inconvenience, continued to make its famous fried pies; and

WHEREAS, a Hubig's Pie has the classic shape of a turnover; one-half of daily production is relegated to apple and lemon, the best-selling flavors, and the rest are made into peach, pineapple, coconut, chocolate, and blueberry pies; and

WHEREAS, Hubig's Pies does not advertise but depends on the brand loyalty of its faithful customers; it is the consistency of this fine product that has amassed ninety-one years of repeat business; and

WHEREAS, Hubig's Pies has spawned a short subject film, the "Hubig's Pie Factory Tour", which follows the pie-making process from dough to delivery van, an amateur baseball team called the Hubig Piemen, and copious amounts of merchandise that include Mardi Gras costumes and aprons; and

WHEREAS, over the years Hubig's Pies has accumulated a treasure trove of local history and a near "cult" following among its customers of every age and demographic; and

WHEREAS, the Bowman and Ramsey families are now second generation owners and operators with a third generation ready to take the helm; the thirty full-time employees have been fixtures in the factory for much of their lives; from the pie recipe to the sales strategy, this fiercely traditional New Orleans company has not changed the way it does business in nearly a century; and

WHEREAS, the owners and employees of this family-operated business are indicative of the grit, work ethic, and determination that defines the population of the city; this never-say-die attitude speaks of that essence of New Orleans that shall always endure.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby commend Hubig's Pies, its owners and employees, for over ninety years of production of sweet fried pies and for its commitment to continue operations in the historic Faubourg-Marigny district of New Orleans.

BE IT FURTHER RESOLVED that copies of this Resolution be transmitted to Lamar Bowman and Otto Ramsey, owners of Hubig's Pies.

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PRESIDENT OF THE SENATE