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FOR IMMEDIATE RELEASE

Des Moines Playhouse partnering with Grimes bakery Once Upon a Pie for *Waitress* concessions

DES MOINES, Iowa – The Des Moines Playhouse is serving up something sweet during its production of the hit Broadway musical *Waitress*. The community theatre is partnering with Grimes-based Once Upon an Apple Pie to sell salted caramel apple crumble pies throughout the run of the show.

From July 11-27, theatregoers can purchase the award-winning mini handcrafted pies at the concessions stand in the upper lobby during each performance. Featuring mouth-watering homemade salted caramel, this take on the traditional apple pie is Once Upon an Apple Pie's best-selling item, and it found its start with *Waitress* eight years ago.

In 2017, The Des Moines Civic Center hosted the *Baked From the Heart* contest to find the best apple pie in Iowa for the national tour of *Waitress*'s stop in Des Moines. JoAnn Beeman, a local home baker, won the competition with her Salted Carmel Apple Crumble pie. Inspired by her win, JoAnn, along with her husband Jason, launched Once Upon an Apple Pie, which has since become a staple in the Grimes and Des Moines communities.

Just like *Waitress*'s protagonist, Jenna, JoAnn learned how to make pie from her mother. Similarly, JoAnn also grew her passion into her own pie business, baking pies out of her home, and selling them at a storefront in Grimes, Iowa.

The pies will be available for purchase at all performances of *Waitress* while supplies last. More information about the show is available at dmpplayhouse.com. *Waitress* runs July 11-27, 2025 with 7:30 p.m. shows Wednesdays through Saturdays and 2 p.m. shows Sundays.

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About Once Upon an Apple Pie: Once Upon an Apple Pie is a small, family-owned bakery located in Grimes, Iowa. Getting their start at farmer's markets, Once Upon an Apple Pie has become synonymous with high quality pies. The Grimes storefront is open Fridays and Saturdays each week for pre-ordered large pie pickups and mini pies for purchase.

About The Des Moines Playhouse: The Playhouse's mission, as one of Iowa's largest and oldest producing theatres, is to create extraordinary, shared experiences through live theatre. Located at the 42nd Street exit of I-235, the theatre has presented a full season of shows since 1919 and also offers a wide variety of educational experiences including classes for ages 4 to adult, theatre trips to New York, and volunteer opportunities onstage and backstage.

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