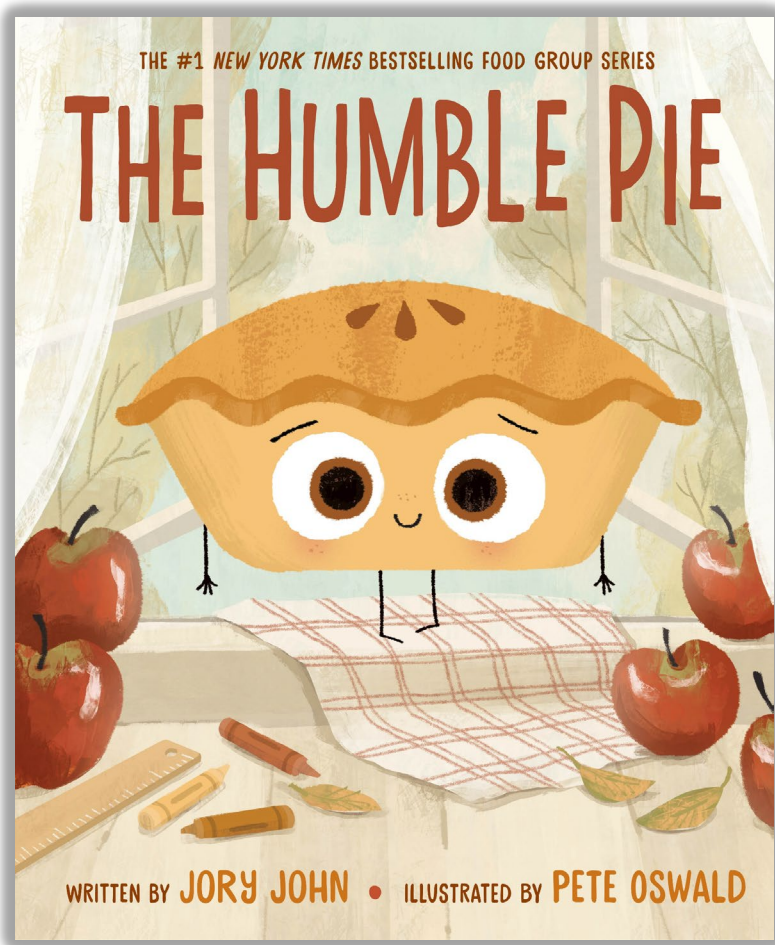


# THE FOOD GROUP





The Humble Pie likes to give others the spotlight. *Aw, shucks!*—they deserve it! But when he's paired with his best friend, Jake the Cake, for a school project, he soon realizes that staying in the shadows isn't always as sweet as pie.

Readers of all ages will laugh along as their new pie pal discovers that letting your voice be heard always takes the cake!



### Marketing Highlights

- Social media announcement on Pi Day (March 14)
- Preorder advertising campaign
- Major consumer and social advertising campaign
- Event kit
  - Paper crowns
  - Activity pages
  - stickers
- Digital Assets
  - Animated trailer
  - Downloadable activities
  - Social media graphics
- Holiday promotions
- Featured title on FoodGroupBooks.com

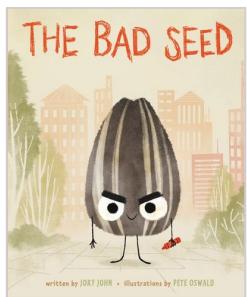
**The Humble Pie**  
HC: 9780063469730  
9x11 | 40 pp  
\$19.99/ \$24.99 CAN  
**On Sale: 11/4/25**



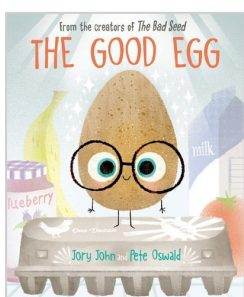


# #1 New York Times bestselling series

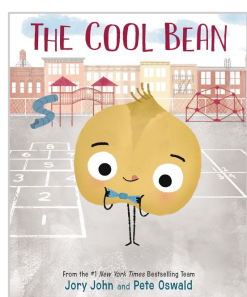
## YOUR DAILY RECOMMENDED SERVING OF LAUGHTER AND ADVENTURE!



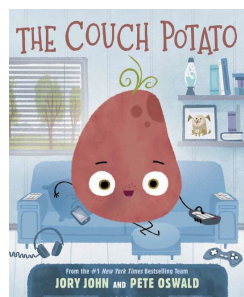
**The Bad Seed**  
9780062467768  
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\$19.99 / \$24.99 CAN



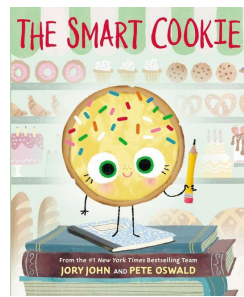
**The Good Egg**  
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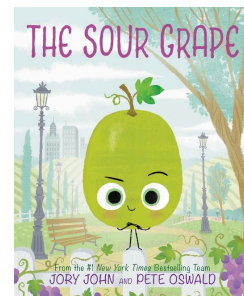
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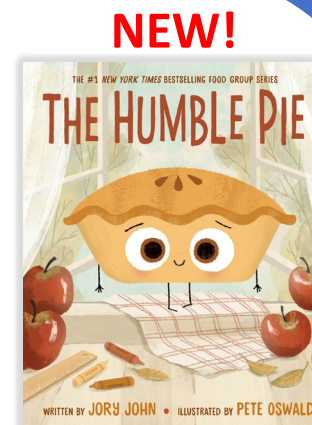
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**The Sour Grape**  
HC: 9780063045415  
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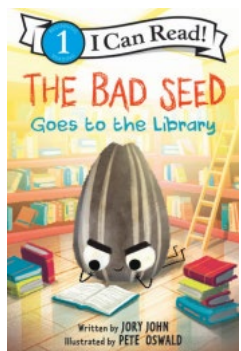


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\$19.99 / \$24.99 CAN

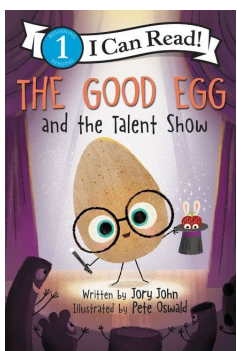


**The Humble Pie**  
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6x9 • 32 pp



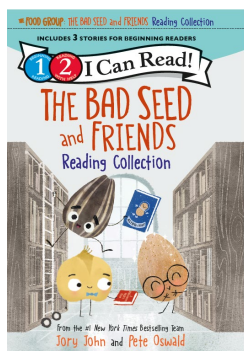
**The Bad Seed Goes to the Library**  
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PB: 9780062954558  
HC: 9780062954565



**The Good Egg and the Talent Show**  
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PB: 9780062954589  
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I Can Read Level 2  
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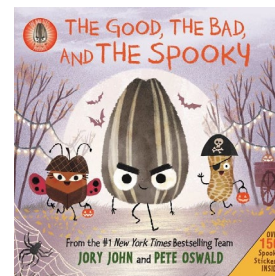
**Food Group: The Bad Seed and Friends Reading Collection 3-Book Slipcase**  
PB: 9780063425873



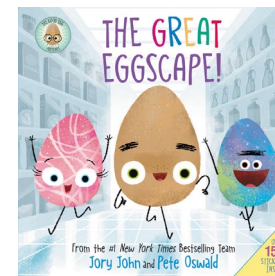
**The Big Cheese Presents: Have Yourself a Cheesy Little Christmas**  
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On Sale: 9/16/25

Includes 12 holiday cards!

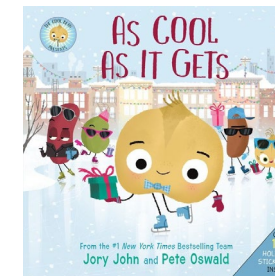
### Holiday Special POBs – Stickers Included!



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