

- Can you see light through the pie crust you bake? I'm Norman Keel. Right here in the Toronto supermarket, I'm making this test on pie crust made with Fluffo to prove Fluffo makes pie crust so delicate you can see light right through it. I'll show you what I mean, would you help me Mrs...

- Mrs. Kevin

- Mrs. Kevin, would you turn on the light please?

- Oh, it shines right through.

- See Fluffo makes pie crust so delicate you can see light right through it. So tender it flakes at the touch of a fork. Now tastes it.

- Mmm, certainly is delicate.

- Because it was made with Fluffo, the pure white shortening that's put through four separate refining processes. That's why a Fluffo makes pie crust so delicate. you can see light right through it. Look for Fluffo in the new red packet.