



## **Atlanta Business Owners Unite During COVID Holiday Season Bringing Thanksgiving Desserts to Your Doorstep**

*New business owner Zabrina Horton launches a dessert company with a particular focus to service the Black Diabetic Community this holiday season.*

**Atlanta, Georgia, November 16, 2020** - Legacy Pies and Desserts opens bakery services intended to help diabetics select healthier choices. With 4.9 million African Americans diagnosed with [diabetes](#), the risk of diabetes for them is 77% higher than white Americans<sup>1</sup>. The holidays are particularly challenging for diabetics because of the usual food celebrations with an abundance of sweet treats. This holiday season, combined with the [stress](#) of COVID19<sup>2</sup>, is expected to wreak havoc on the average diabetics' [blood sugar levels](#).

*"We've been working extensively with [Integrity Labeling](#) owned and operated by a Food Scientist, to ensure we are within FDA compliance and abiding by nutritional labeling guidelines."* states Zabrina Horton, Legacy Pies and Desserts Owner. Kevin Harris, Co-Owner and Legacy Pies and Desserts Head Baker supports the charge, *"We want to serve the diabetic community by promoting 'reduced sugar' healthier dessert alternatives."* Both agree [Ticka's Less Sugar Sweet Potato Pie](#) is the first of many diabetic-friendly desserts to appear on their menu. Harris has a team of bakers churning out new recipes, all intended to help popularize healthier options within the Black diabetic community, the community most resistant to change.

With the latest [COVID19 cases increasing in Georgia](#), Legacy Pies and Desserts wants to provide an option for those overwhelmed and wanting to adhere to social distance guidelines. During Thanksgiving week November 22, 2020 - November 29, 2020, Legacy Pies and Desserts is waiving their delivery fees. "This year we want to deliver Thanksgiving Desserts to your doorstep. From our family to yours!" says Horton and Harris.



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To strengthen her launch, Horton has collaborated with two other Atlanta Black-Owned Businesses this holiday season. [Black and Mobile](#), a Philadelphia based newly Atlanta debut restaurant delivery service is committed to contact free delivery for all Legacy Pies and Desserts customers. [Leaven Kitchen](#) where Legacy Pies and Desserts render their desserts is a community-focused commercial kitchen. All three businesses seem focused on community and social impact.

### **The Business**

[Legacy Pies and Desserts](#) is a Black-Owned Atlanta-based baking company with a particular interest in providing healthier alternatives for the diabetic community. The owner Zabrina Horton and her fiancé, co-owner Head Baker Kevin Harris are committed to advocating and raising awareness about health issues impacting the Black community.

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