

By: Representative McMillan

To: Rules

HOUSE RESOLUTION NO. 141

1 A RESOLUTION COMMENDING AND CONGRATULATING PETER DEBEUKELAER  
2 AND MIREILLE DEBEUKELAER UPON THEIR SUCCESS AS THE FOUNDERS OF THE  
3 WORLD FAMOUS PIROULINE WAFER COOKIE AND UPON THEIR CONTRIBUTIONS  
4 TO THE COMMUNITY.

5 WHEREAS, Mr. Peter DeBeukelaer along with his lovely wife,  
6 Mireille, who are the founders of the Madison, Mississippi, based  
7 Pirouline DeBeukelaer Cookie Company, came to America over 45  
8 years ago to rear their family and ultimately achieved the  
9 American dream of success while simultaneously giving back to the  
10 community; and

11 WHEREAS, Mr. DeBeukelaer, as the ultimate entrepreneur,  
12 decided to bring his Belgium-inspired baking skills to America as  
13 his grandfather was a baker in Belgium, and he took the most  
14 famous recipes that dates back to the 1800s of the family's  
15 cookies - specifically the Pirouline - and reinvented it for the  
16 American market; and

17 WHEREAS, in 1984, the DeBeukelaers built their company,  
18 Pirouline, in Madison, Mississippi, literally with their bare  
19 hands as they poured the bakery foundation and designed baking



20 equipment for their company, and this family-based company, with  
21 the original facility occupying a total of 15,000 square feet,  
22 began with 10 employees, some of whom have continued to make  
23 contributions to the company for several decades; and

24 WHEREAS, the DeBeukelaers harnessed their passion for baking  
25 and the country quickly fell in love with the company's slowly  
26 toasted caramelized delicate wafers that are rolled and filled  
27 with delightful cream, and these delectable wafer cookies are  
28 easily recognized in their red and white medal cans; and

29 WHEREAS, due to the popularity of the Pirouline rolled wafer,  
30 the DeBeukelaers wisely got their Pirouline swirl trademarked so  
31 that other companies would not imitate their unique identifier of  
32 the Pirouline, which is its chocolate swirl; and

33 WHEREAS, as evidence of a flourishing company and the  
34 increased demand for their adored and tasty Pirouline, the  
35 DeBeukelaers expanded their facility from 15,000 square feet to  
36 115,000 square feet, and their Pirouline team has blossomed into  
37 well over 200 contributing employees; and

38 WHEREAS, the DeBeukelaers tasty wafer cookies are world  
39 renowned and are exported to over 33 countries and throughout the  
40 entire United States and at major retailers, such as Walmart, and  
41 the famous wafer cookies have even been featured as Starbucks'  
42 Holiday Cookie Straws, which is a testament of the cookies'  
43 popularity; and



44 WHEREAS, as forward thinking owners of a successful company,  
45 the DeBeukelaers introduced a broad range of teaching and baking  
46 innovations and deployed robotic packing as well as several other  
47 innovations using the assistance of 3D printing, and they  
48 consistently invest in their team members with technical training  
49 to enhance their skills; and

50 WHEREAS, in addition to investing in their team members, the  
51 DeBeukelaers, who are blessed with a philanthropic spirit, know  
52 the importance of supporting schools through a combination of  
53 donating equipment, time and funds as well as blessing others with  
54 their magical rolled wafers; and

55 WHEREAS, additionally, the Madison Countians Allied Against  
56 Poverty, the Local Food Pantry, the Mississippi Symphony, the  
57 Library Foundation of Madison County, the Run Against Traffick,  
58 Youth Village of MS, Steps 4 Shep Foundation, Food for Thought  
59 Event, Batson Children's Hospital and the OMS Life Foundation are  
60 just a few of the organizations, where the DeBeukelaers give back  
61 to their community, and they have even donated 3D printers to both  
62 Germantown Middle School and St. Anthony Catholic School - an act  
63 of kindness that has broadened the minds and horizons of these  
64 students; and

65 WHEREAS, further, due to the DeBeukelaers community support,  
66 they have received honors such as the prestigious Madison County  
67 Business League and Foundation Vision Award in recognition of



68 their remarkable accomplishments and their investment in people,  
69 and the resulting positive impact on the local area economy; and

70 WHEREAS, notably, the rich familial legacy of the  
71 DeBeukelaers successful business innovations continues to flourish  
72 through the family's third generation, Herwig DeBeukelaer, who  
73 serves as its chief operating officer and who carries on the  
74 superb business strategies and philanthropic nature of his  
75 extraordinary parents, Peter and Mireille DeBeukelaer; and

76 WHEREAS, it is the policy of the House of Representatives to  
77 recognize great Mississippi business owners such as Peter and  
78 Mireille DeBeukelaer, whose unwavering commitment to baking  
79 excellence while simultaneously reinvesting in the community not  
80 only brings great pride to the Magnolia State but to this great  
81 country as a whole:

82 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF  
83 REPRESENTATIVES OF THE STATE OF MISSISSIPPI, That we do hereby  
84 commend Peter and Mireille DeBeukelaer upon their success as the  
85 founders of the world-famous Pirouline DeBeukelaer Cookie Company  
86 and wish them continued success in all their future endeavors.

87 BE IT FURTHER RESOLVED, That copies of this resolution be  
88 furnished to Peter and Mireille DeBeukelaer and to the members of  
89 the Capitol Press Corps.

