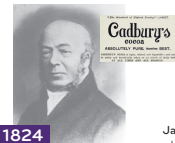


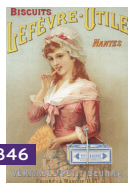
Historic Timeline



1767
Bayldon and Berry begin selling candied fruit peel to the citizens of York, England. Joseph Terry soon joins and the business grows to become Terry's of York.



1824
John Cadbury opens a shop in Birmingham, England.



1846
Jean-Romain Lefèvre opens a bakery at number 5 rue Boileau in Nantes, France.

1901



The Suchard company, established in Switzerland in 1825 by Philippe Suchard, introduces its first milk chocolate brand, *Milka*.



1903
James L. Kraft begins a wholesale cheese business in Chicago, Illinois. By 1914 the company opens its first plant and begins manufacturing its own cheese.



1906
Ludwig Roselius discovers coffee decaffeination and launches *Kaffee HAG* in Germany.

1916



J.L. Kraft receives the first of many patents for his method of producing process cheese.



1916
Henning Throne-Holst establishes *Marabou* chocolate in Sweden.



1929
Postum Company, maker of *Post* cereals, changes its name to *General Foods Corporation* after acquiring several brands, including *Baker's*, *Maxwell House*, *Minute* tapioca and *Jell-O*.



1932
Terry's *Chocolate Orange* is introduced in England.

1924



Kraft opens a sales office in London, England.



1933

Miracle Whip salad dressing is introduced at the Chicago's Century of Progress World's Fair.



1937
Kraft launches *Velveta* cheese in Germany.

1952



National Biscuit Company sees the need for a unifying symbol to attract consumers' attention and introduces the now-familiar red graphic Nabisco triangle in the upper left-hand corner of all its packaging.

1969



Toblerone is now available in bittersweet, dark chocolate.

1970



Tobler and Suchard merge under Interfood S.A.



1990
Kraft General Foods (KGF) International acquires *Jacobs Suchard AG* for \$4.2 billion. This includes *Toblerone*, *Milka* and *Côte d'Or* chocolates and *Jacobs* coffee, among other brands.



2000
Philip Morris Cos. acquires *Nabisco Holdings Corp.* for \$19.2 billion and integrates it into Kraft Foods, giving Kraft ownership of many powerhouse brands.



2003
Kraft Foods partners with Rainforest Alliance on sustainable coffee initiative and in 2005 expands the partnership to cocoa.



2003
The Natural Confectionery Company, which uses all natural ingredients, is acquired by Cadbury.



2004
Tassimo hot beverage system launches in France; other countries soon follow.

1700 1800 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000



1883
Named for the Gold Coast of Africa, the origin of the exotic beans used in its sumptuous chocolates, *Côte d'Or* is born.



1908
TOBLERONE

Theodore Tobler, Swiss chocolate maker, introduces the *Toblerone* chocolate bar.



1920
Gevalia coffee is introduced in Sweden.



1934
Ritz crackers are introduced by the National Biscuit Company.



1950
Kraft introduces *Dairylea* cheese in England.



1965
National Biscuit Company acquires Italian biscuit brand *Saita*.



1989
Cadbury acquires *Trebor* and *Basset* confectionery brands in the UK.



2007
Kraft Foods is spun off from parent company *Altria Group Inc.* and becomes fully independent.



1893
Hall Brothers, a British company, is formed.



1912
National Biscuit Company introduces *Oreo* cookies.



1924
J.L. Kraft & Bros. Co. changes its name to *Kraft Cheese Company*, goes public and has its first shares traded.



1927
Halls invents *Mento-Lyptus* cough drops.



1950
Kraft Deluxe process cheese slices are the first commercially packaged sliced cheese.

Milka creates the lilac cow and a new pop-art icon is born.



1972



1937
Freia *Kvikk Lunsj* launches in Norway.



1985
Philip Morris Cos. purchases *General Foods* for \$5.6 billion.

KRAFT GENERAL FOODS

1989
General Foods and Kraft merge to become *Kraft General Foods*.



1991



2007
Kraft Foods acquires the global biscuit business of *Groupe Danone* for \$7.6 billion.



2008
Cadbury Cocoa Partnership launches.



2010
Kraft Foods acquires *Cadbury plc* for \$18.5 billion.



2012
Kraft Foods spins off its North America grocery business and changes its corporate name.



2007
Oreo cookies launch in the UK convenience market.



1895
Johann Jacobs in Bremen, Germany, establishes *Jacobs Kaffee*. It will ultimately become one of Europe's leading coffee companies.



1928
Kraft Cheese Company acquires the *Phenix* Cheese Corporation, maker of *Philadelphia* Brand cream cheese (introduced in the U.S. in 1880), and changes its name to *Kraft-Phenix* Cheese Corporation.