

75 *years*  
innovation invention food & fun

ACROSS THE YEARS



.....  
GENERAL MILLS



# 1928

Chairmen

General Mills incorporates on June 20, 1928. The stock first trades as GIS on the New York Stock Exchange on November 30, 1928.

**1929** More mills join the newly formed General Mills, including West Coast's Sperry Flour Company and Detroit-based Larowe Milling Company.

## Our Brands

1930s



**1931**  
Bisquick, a revolutionary baking mix, is developed.

**1933**  
Wheaties "Breakfast of Champions" slogan is created.

**1933**  
Jack Armstrong, The All-American Boy debuts on the radio, sponsored by Wheaties.

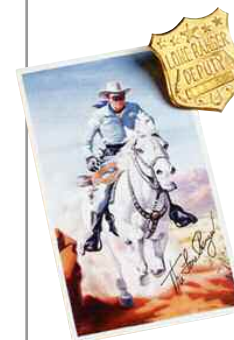


**1937**  
Kix, the first ready-to-eat puffed corn cereal, is introduced.

**1936**  
The first official portrait of Betty Crocker is released.



1940s

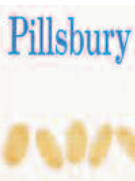


**1941**  
The Lone Ranger, sponsored by Kix, debuts on radio.

**1941**  
Cheerioats cereal is introduced. The name is changed to Cheerios four years later.



**1946**  
General Mills' test kitchens are renamed "The Betty Crocker Kitchens."



**1947**  
General Mills introduces its first cake mix.



**1949**  
The first Pillsbury Bake-Off Contest is held.

James Ford Bell



**1931**  
Teaspoon coupon offer marks the first step in the development of the Betty Crocker catalog.

**1937**  
The company divisional structure is established, uniting subsidiary companies.

**1934**  
Research laboratories discover a cost-effective process for producing vitamin D.

**1940**  
The General Mills Mechanical division is organized.

**1943**  
The Mechanical division is recognized with four Army-Navy "E" awards for excellence.

**1943**  
General Mills establishes the Chemical division.



**1948**  
Betty Crocker gave homemakers a recipe for a radically new dessert – Chiffon cake.

1948

## Our Businesses

## 1950s



**1950**  
Betty Crocker introduces her first *Picture Cook Book*.

**1951**  
Pillsbury launches its entry into the refrigerated dough market with the acquisition of Ballard & Ballard.

**1955**  
The first Betty Crocker Search for the All-American Homemaker of Tomorrow scholarship program is held.



**1957**  
Pillsbury refrigerated cookie dough is introduced.

**1959**  
The first *Rocky and His Friends* (later called *The Bullwinkle Show*) cartoon airs, sponsored by General Mills.



## 1960s



**1961**  
Total cereal, fortified with vitamins, is introduced.



**1964**  
Lucky Charms cereal first appears in stores.



**1965**  
The Pillsbury Doughboy appears in his first television commercial.

**1966**  
General Mills announces Bugles, one of the company's first snack products.

**1969**  
Space Food Sticks touch down in the grocery store aisle.



## 1970s



**1972**  
Pillsbury introduces the Bundt cake mix.



**1973**  
Nature Valley granola cereal debuts.



**1977**  
General Mills acquires U.S. licensing rights to Yoplait yogurt.



**1977**  
Kenner, part of General Mills' Toy division, releases *Star Wars* figures.

Harry A. Bullis

Gerald S. Kennedy

Charles H. Bell

Edwin W. Rawlings

James P. McFarland

E. Robert Kinney

1959



**1953**  
The Ryan flight recorder is developed in partnership with the University of Minnesota.



**1954**  
General Mills builds its first Canadian plant.

**1954**  
The General Mills Foundation is established.

**1954**  
Operation Skyhook balloon reaches a record altitude of 116,700 feet.



1961

**1960**  
The Bellera Air Spun milling process is invented.



**1965**  
General Mills acquires Rainbow Crafts.

**1968**  
General Mills passes go with purchase of game company Parker Brothers.

1967



**1961**  
James Ford Bell Research Center is dedicated.

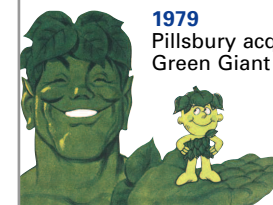
**1967**  
Pillsbury acquires Burger King restaurants.



1969



**1970**  
General Mills purchases Red Lobster restaurants.



**1979**  
Pillsbury acquires the Green Giant Company.

**1975**  
Totino's is purchased by Pillsbury.

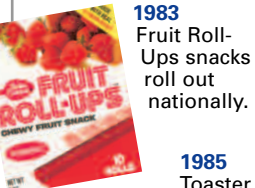




## 1980s



**1983**  
Kenner introduces Care Bears.



**1983**  
Fruit Roll-Ups snacks roll out nationally.



**1985**  
Toaster Strudel pastries debut.



**1985**  
Pop Secret popcorn explodes into the marketplace.



**1982**  
The Olive Garden restaurant first opens.



**1984**  
Pillsbury introduces Häagen-Dazs ice cream in Japan.

## 1990s



**1992**  
Pillsbury introduces Shape cookies.



**1996**  
Betty Crocker celebrates her 75th anniversary.



**1993**  
Green Giant introduces Create a Meal! meal starters.



**1999**  
Go-GURT portable yogurt hits grocery stores.



**1999**  
Bugles snacks are introduced in China.

## 2000s



**2001**  
Milk 'n Cereal Bars enter the market.



**2002**  
Cascadian Farm offers four organic cereals.



**2002**  
Häagen-Dazs launches Crispy Sandwich in Japan.



**1997**  
Chex and Chex Mix join General Mills.



**2003**  
Berry Burst Cheerios cereals are introduced.

### H.B. Atwater Jr.

1982



**1985**  
General Mills spins off its Toy and Fashion divisions.



**1988**  
The Specialty Retailing division is spun off.



**1989**  
Pillsbury is acquired by U.K.-based Grand Metropolitan plc.

### Stephen W. Sanger

1995



**1990**  
General Mills establishes Cereal Partners Worldwide, a joint venture with Nestlé.



**1995**  
Pillsbury acquires Pet, Inc., including Old El Paso and Progresso brands.



**1992**  
General Mills establishes Snack Ventures Europe, a joint venture with PepsiCo.

**1999**  
Gardetto's and Lloyd's Barbeque join the General Mills family.



**2001**  
General Mills acquires The Pillsbury Company to create one of the world's largest food companies.

# Our milling roots

**1866** Cadwallader Washburn builds his first flour mill on the banks of the Mississippi River in Minneapolis.



**1869** With his father and uncle, Charles Pillsbury enters the flour business, buying an interest in a Minneapolis flour mill.



**1872** Charles Pillsbury begins using four "X"s and the Pillsbury's Best trademark on packaging, signifying the high quality of his flour.

**1877** Washburn partners with John Crosby to form the Washburn Crosby Company.

**1878** Flour dust explosion destroys the Washburn Crosby A mill. A revolutionary new mill is built.

**1880** The Washburn Crosby Company wins the gold medal at the first Millers' International Exhibition, inspiring the popular flour's name.

**1903** Minnesota Valley Canning Company (later renamed Green Giant Company) is founded.

**1904** Washburn Crosby opens a state-of-the-art mill in Buffalo, New York.



**1921** Betty Crocker is created as a pen name for answering consumer letters to the Washburn Crosby Company.

**1924** The Washburn Crosby company introduces its first ready-to-eat cereal, Whole Wheat Flakes. The name is later changed to Wheaties.

**1925** The Green Giant is created to launch a new variety of canned peas.

**1926** The Wheaties Quartet debuts what is believed to be the world's first singing radio commercial.



