

## **CHRISTIE'S CORPORATE TIMELINE**

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- 1849 A partnership is formed in Toronto, Ontario, Canada by Messrs. James Mathers and Alexander Brown. William Christie is an assistant traveling salesman for the enterprise. Offices are on Yonge Street.
- 1850 James Mathers retires.
- 1853 Alexander Brown retires and leaves the business in the hands of William Christie.\*
- 1860s *Peek Freans* biscuits are imported into Canada by Peak Frean & Co. Ltd (United Kingdom).
- 1861 Alexander Brown returns in partnership with William Christie and the name Christie, Brown & Co. is adopted.
- 1871 The business moves its offices to Francis Street in Toronto.
- 1874 The business moves again to a building on Frederick and Duke Streets.
- 1878 Alexander Brown again retires and William Christie continues doing business under the name of Christie, Brown & Co.
- 1899 A joint stock company is formed under an Ontario charter on June 1 and William Christie is made the first president of Christie, Brown and Company, Limited.
- 1900 William Christie dies in June. His son Robert Jaffray (R.J.) Christie assumes the presidency.
- 1905 *David* biscuits are introduced in Quebec by Arsene and Raymond David.
- 1925 Christie, Brown and Company, Limited is incorporated under a Dominion charter.
- 1926 R.J. Christie dies. Charles Edmonds becomes president.
- 1928 U.S. based National Biscuit Company acquires Christie, Brown and Company, Limited. Many popular U.S. *NBC* cookie and cracker products are soon marketed in Canada under the *Christie* trademark.
- 1929 *Dad's* cookies are introduced in Ontario and Quebec.
- 1945 Dad's Cookies Ltd. (maker of *Dad's* cookies) is incorporated.
- 1948 Peek Frean (Canada) Ltd. is incorporated.
- 1949 Production of *Peek Freans* biscuits begins in Canada when Peek Frean (Canada) Ltd. opens a bakery in East York, Ontario (Toronto). The East York bakery is located at 5 Bermondsey Road.
- 1950 A new biscuit bakery officially opens at Etobicoke, Ontario (Toronto), now known as Lakeshore bakery.

- 1953 Christie, Brown and Company, Limited celebrates its 100<sup>th</sup> anniversary.
- 1957 David Biscuits Ltd. is incorporated (maker of *David* cookies and confections).
- 1961 Christie, Brown & Co. begins baking Girl Guide cookies for Girl Guides of Canada organization.
- 1968 Dad's Industries Ltd. is incorporated, with Dad's Cookies Ltd. as a subsidiary.
- 1972 Peek Frean (Canada) Ltd. changes its name to Associated Biscuits of Canada Ltd.
- Associated Biscuits of Canada Ltd. acquires David Biscuits Ltd., maker of *David* cookies and confections.
- Dad's Industries Ltd. acquires partial ownership of E. Harnois Ltd., maker of *Harnois* cookies. Dad's Industries acquires full ownership in 1973.
- 1978 Associated Biscuits of Canada Ltd. acquires Dad's Industries Ltd. and its subsidiary Dad's Cookies Ltd., maker of *Dad's* cookies.
- 1982 Nabisco, Inc., parent of Christie, Brown and Company, Limited and Standard Brands Inc., parent of Standard Brands Limited, merge to become Nabisco Brands, Inc. The Canadian subsidiaries become Nabisco Brands Canada Ltd. on December 31. Christie, Brown and Company, Limited ceases to exist as an organizational entity but the familiar *Christie* triangle trademark remains on Nabisco's cookies and crackers in Canada.
- 1983 In January, Nabisco Brands Canada Ltd. acquires Associated Biscuits of Canada Ltd., maker of *Dad's*, *David*, *Harnois*, and *Peek Freans* brands of cookies and crackers.

*\*Sources vary significantly regarding the events between 1849 – when the original partnership is formed – and 1861 when the name Christie, Brown & Co. is adopted. However, since the early 20<sup>th</sup> century the "origin" of the company is referred to as 1853 (probably when William Christie took sole control of the business), rather than 1861 when the name Christie, Brown & Co. was first adopted.*