

Magically Delicious Since 1964

John L. Holahan, known as Mr. Cereal, mixed the already popular Cheerios cereal with pieces of circus peanuts marshmallow candy as an experiment that evolved into what we know as Lucky Charms.



Thanks for O

MnGIGAL

VEIARS

1975

The Blue Diamond is Lucky's first new charm!

1984

A factory mishap, swirls galore!

1992

A Magical Rainbow! 1995

The Blue Diamond is replaced by the Blue Moon

2004

Lucky's Four leaf Clover Hat

2008

Hour Glass

1983

The Purple Horseshoe

While the charms will evolve over the years, the toasted oat cereal puffs will always stay the same! 1994

Pot of Gold

1998

A Shooting Star replaces the original Star 2006

Crystal Ball and Sparkling Magic Mirror

2014 Happy 50th!





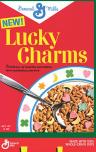
CLOVERS POWER OF LUCK

MOONS POWER OF INVISIBILITY

HORSE SHOES POWER OF SPEED

HEARTS POWER OF LIFE

RAINBOWS POWER TO TRAVEL
FROM PLACE TO PLACE



1989

Happy 25th

Birthday, Lucky!

Red Balloons!









