



# 150 YEARS

## of Innovation, Invention, Food, and Fun.

## Over its 150 years, General Mills has woven part of the fabric of American culture, including:

### LIFE-CHANGING INNOVATIONS AND INVENTIONS –

**Dr. Howard Bauman** developed the Hazard Analysis Critical Control Point **(HACCP)** system for ensuring food safety. It remains the gold standard in food safety worldwide.

a food  
scientist  
with  
Pillsbury

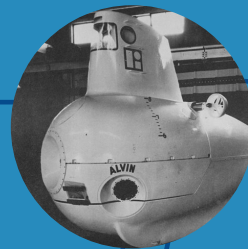
General Mills' mechanical division teamed up with **James Ryan** to create the

## (Black Box)

Ryan flight recorder.

**This changed the face of aviation.**  
A version of this recorder flies today, in every commercial aircraft.

This division also created **ALVIN**, the small deep-dive submarine that made the first-ever dives **to the Titanic.**



### ADVERTISING "FIRSTS"

General Mills created what is believed to be **the first singing radio commercial** for Wheaties in 1926.

It sponsored **the first televised commercial sports broadcast** between the Cincinnati Reds and the Brooklyn Dodgers in 1939.

General Mills also owned or sponsored popular radio and television shows like **The Lone Ranger, Jack Armstrong, the All-American Boy** and **The Bullwinkle Show.**

### BEYOND FOOD

In the 1970s, General Mills was a leading manufacturer of toys including **Kenner, Parker Brothers, Play-Doh, and Lionel Trains.**

It invented the **Nerf ball, Care Bears, and Paint-by-Number.**

Marketed **Spirograph, Monopoly, Risk, Clue** and **Stretch Armstrong**, and gave the world **the Betty Crocker Easy Bake Oven.**

Beyond toys, the company developed items like **O-Cel-O Sponges**. Operated clothing brands such as **Eddie Bauer, Foot-Joy, Talbots, Izod** and **Lacoste.**

General Mills also made furniture such as **Dunbar** and **Pennsylvania House** and owned major restaurants such as **Olive Garden, Red Lobster, Burger King** and more.

### LEADING BRANDS

General Mills produces some of the world's most recognizable and beloved food brands such as:

## Gold Medal Flour and Pillsbury's Best.

Iconic brands like **Betty Crocker, Pillsbury, Cheerios, Wheaties Yoplait, Nature Valley, Old El Paso** and more.

International brands like **Häagen Dazs, Wanchai Ferry, Yoki, Green Giant, Latina,** and **Frescarini, among others.**

Iconic food characters like **the Pillsbury Doughboy, Betty Crocker, the Green Giant, BuzzBee the Trix Rabbit** and **Lucky the Leprechaun.**

### NATURAL AND ORGANIC

General Mills entered the natural and organic market in 2000 when it acquired **Small Planet Foods**, owner of **Cascadian Farm** and **Muir Glen.**

It has since added **LÄRABAR, Liberté, Mountain High, Food Should Taste Good, Immaculate Baking** and most recently, **Annie's.**

LÄRABAR

### CALL TO SERVICE

## In trying times General Mills helped.

During World War I, it supported **relief missions**, providing food to war-ravaged Europe.

In World War II, General Mills built **precision targeting technologies** and created **the jitterbug torpedo.**

It also produced **K and C rations.**

In the 1960s, Pillsbury provided NASA astronauts with **space-friendly foods**, leading to the launch of **Space Food Sticks.**

**General Mills and its Foundation** have continued to make a lasting impact on the communities we call home around the world with contributions totaling nearly **\$2 billion toward charitable causes.**

