

## History Timeline

Just Born is a family-owned candy manufacturer that has been in business for more than seven decades and three generations. We make everyone's favorite candy: Mike and Ike®, Hot Tamales®, ZOURS®, Teenee Beanee® Gourmet Jelly Beans, and seasonal Marshmallow Peeps®.

### 1910 Sam Born, candy maker, comes to the US

Sam Born, who as a child and young adult grew up in Russia, immigrated to the United States from France. Born introduced "French Chocolates" to New York City. In 1916, Born was given the keys to the city of San Francisco for inventing a machine that mechanically inserted sticks into lollipops.

### 1917 Sam Born opens retail shop in New York

Born opened a small retail store in Brooklyn, New York. Ever the entrepreneur, he proudly displayed in his store window an evolving line of daily made candy, marketing its freshness with a sign that declared, "just born". The original company logo showed a baby resting in a candy measuring scale.

### 1923 Sam Born starts his own manufacturing company, Just Born

Born opened a small factory in Brooklyn, New York. Additionally, Born's brothers-in-law, Irv and Jack Shaffer, joined the company shortly after the retail store opened.

### 1932 Just Born relocates to Bethlehem, PA

The company thrived in spite of the Depression, and in 1932, Just Born moved its operations to an empty printing factory in Bethlehem, Pennsylvania, where it soon became another important employment source for this well-known steel town.

### 1935 Just Born acquires the Maillard Corporation

Just Born grew significantly through the acquisition of other candy companies. The first important acquisition was the prestigious Maillard Corporation in 1935. Maillard was well known for its elegant, hand-decorated chocolates, crystallized fruits, Venetian mints, jellies and "the best bridge mix in the country."

### 1940 Mike and Ike® candy introduced

Mike and Ike® fruit flavored chewy candies were introduced in 1940. Over the years, Just Born expanded the brand to include a variety of other flavors.

### 1950 Just Born introduces Hot Tamales®

The very popular, spicy, cinnamon-flavored chewy Hot Tamales® were introduced in 1950. Hot Tamales® still remains the number one chewy cinnamon candy in the U.S. today!

### 1953 Just Born acquires the Rodda Candy Company

An equally fateful acquisition for Just Born was the Rodda Candy Company of Lancaster, Pennsylvania in 1953. Although better known for its jelly bean technology, Rodda also made a small line of marshmallow products that intrigued the Just Born family. A popular three-dimensional marshmallow Easter Peep was made by laboriously hand-squeezing marshmallow through pastry tubes.

Fortunately, his son, Bob, who had joined the company in 1946, inherited Sam's inventive spirit. The young Born helped to mechanize the marshmallow forming process. As a result, Just Born has become the world's largest manufacturer of novelty marshmallow treats, producing more than 4.2 million Marshmallow Peeps® each day.

#### 1977 Teenee Beanee® Jelly Beans introduced

In 1977, Just Born also capitalized on Rodda's jelly bean expertise by introducing Teenee Beanee® gourmet jelly beans.

#### 1978 – 1998 Born and Shaffer family legacy continues/Just Born celebrates 75 years

Cousins Ross Born and David Shaffer joined Just Born in 1978. After more than a decade of shared responsibility with their fathers, they became Just Born's co-presidents in 1992.

In 1998, Just Born celebrated 75 years in business. Root-T-Toot and Cool Kids from Just Born's past were re-introduced for a limited time.

#### 1999 ZOURS® introduced

Sour ZOURS® are introduced to the Just Born family of brands. The flavor mix includes Sour Blue Raspberry, Sour Green Apple, Sour Tangerine and Sour Watermelon.

#### 2000-Present

Today, Just Born continues to expand its brand's product lines nationally, as well as internationally.

Just Born has been exporting to Canada for several years, but did not actively seek new export markets until 1999. Just Born has since expanded to over 20 export markets and their candy is now available to over 1.5 billion people worldwide.